



Domino's Pizza Reinventing Itself on the Road, Asking Consumers to Help Design the Ultimate Delivery Vehicle

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ANN ARBOR, Mich., Aug. 13, 2012 /PRNewswire via COMTEX/ --After pioneering pizza delivery with innovations such as the Heatwave Bag, corrugated pizza box, magnetic car topper and *Domino's Tracker(TM)* - **Domino's Pizza (NYSE: DPZ)** is looking to revolutionize delivery once again.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/57579-dominos-pizza-design-the-ultimate-delivery-vehicle>

(Photo: <http://photos.prnewswire.com/prnh/20120813/MM53401>)

Beginning today, **the recognized world leader in pizza delivery** launches a national campaign as unique as anything in its proud 52-year history, asking consumers to contribute to a whole new pizza delivery experience by helping design the Ultimate Delivery Vehicle.

In an unprecedented move, Domino's will launch the first national television campaign around consumers designing a pizza delivery vehicle - from the wheels up. Domino's and its delivery experts cover 10 million miles each week in the U.S. alone, and join consumers and car enthusiasts in the excitement and intrigue of what the Ultimate Delivery Vehicle could eventually become.

"Part of the excitement of this campaign is that none of us is really sure how the design will end up, or what it will feature," said Russell Weiner, Domino's Pizza chief marketing officer. "But one thing is for certain: we are always striving to get better - and while we are known as the delivery experts, we aren't stopping there when it comes to ensuring the best pizza delivery experience possible for our customers."

Domino's is partnering with Local Motors, a Phoenix-based open source, community-driven automobile designer and manufacturer. Design competitions begin today. Consumers and enthusiasts can submit a design idea by visiting ultimatedeliveryvehicle.com - where they can take part in several stages of design competitions including exterior, packaging, interior and surfacing. Domino's will be giving out more than \$50,000 in prizes throughout the competition stages to consumers who submit ideas and designs.

"The Local Motors Community of over 18,000 enthusiasts, established in the principles of open source and co-creation, generates vehicles of the future," said Jay Rogers, Local Motors CEO and co-founder. "We are excited to partner with Domino's Pizza to design a worldwide, game-changing delivery experience for its customers by co-creating the Ultimate Delivery Vehicle."

The national TV campaign, beginning today, highlights Patrick Doyle, Domino's Pizza president and CEO, riding along with and gathering direct feedback from current Domino's delivery experts during actual pizza deliveries.

"This may just be our ultimate 'Oh Yes We Did' moment and our national television campaign shows that this is not just a stunt," said Weiner. "With the help of Local Motors, car enthusiasts, Domino's fans and pizza lovers everywhere, we hope that our eventual prototype design is something that truly revolutionizes the Domino's experience for everyone."

For more information on the Ultimate Delivery Vehicle and its design competitions, visit www.ultimatedeliveryvehicle.com or www.localmotors.com/dominos.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." As of the second quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,924 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$808 million domestically and nearly \$865 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 billion internationally. In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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