



## Domino's Pizza® Opens 9,999th Store in Carlsbad

September 25, 2012

**Celebrate at the store beginning at 3 p.m. Wednesday**

CARLSBAD, Calif., Sept. 25, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza** will open its 10,000<sup>th</sup> store somewhere in the world this week - but first, it's going to open its 9,999<sup>th</sup> store here in the U.S. - right here in Carlsbad, to be exact.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>)

The recognized world leader in pizza delivery (**NYSE:DPZ**) has selected a new-image "Pizza Theater" location opening Wednesday in Carlsbad, and serving parts of Oceanside, to mark this historic milestone just days after the company introduced its newest product: Handmade Pan Pizza, which will be featured at the new store.

Domino's will invite customers and visitors to select one of 999 boxes at the store at **1854 Marron Drive, #102, beginning at 3 p.m. Wednesday**. Inside each box will be a certificate for a free food product and some lucky customers may find a certificate for a year's worth of free pizza.

To celebrate the milestone, all stores in the San Diego market will be giving away free Handmade Pan Pizzas to the first 99 carryout customers who visit those locations on Wednesday. Domino's will also be making a **donation of \$9,999 to Rady Children's Hospital** of San Diego.

The "Pizza Theater" design puts the art and skill of pizza-making at the front of the store, which also features a comfortable lobby, open area for viewing the pizza-making process, seating for in-store dining, and the ability to order from an in-store kiosk and track your carryout order electronically. The store design was created by Chute Gerdeman, an award-winning design firm based in Columbus, Ohio.

The "Pizza Theater" design concept is complemented by Domino's new, single-tile logo - marking a significant change in the branding of the 52-year-old company. The logo will begin appearing on Domino's national advertising beginning Oct. 1.

"This is an exciting milestone for all of us here at Domino's Pizza," said Scott Hinshaw, Domino's Executive Vice President - Franchise Operations. "We could not be more proud of the dedication and hard work put in over the past 52 years to get to this point. I believe this new store marks the start of the next chapter in the storied growth of our brand here in the U.S."

Domino's Pizza will be represented by franchise owners Dan Hosseini and Shane Casey (who also opened Domino's stores 9,997 and 9,998 this week) along with Domino's Executive Vice President of Franchise Operations Scott Hinshaw and Executive Vice President of Franchise Relations Jim Stansik.

**Wednesday's event runs from 3 - 8 p.m.**, and will feature pizza sampling, face-painters, a bounce house, prize wheel and more entertainment.

### 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 first quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,999 franchised and Company-owned stores in the United States and over 70 international markets. During the first quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$830 million domestically and nearly \$855 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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