



## Domino's® to Give Away Half a Million Free Handmade Pan Pizza Slices Nationwide

October 22, 2012

**Domino's closes out National Pizza Month, approaches Halloween with big week of samples and sales**

ANN ARBOR, Mich., Oct. 22, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is giving consumers another great reason to try its new Handmade Pan Pizza, launching the biggest sampling program in the company's history and giving away half a million pizza slices nationwide.

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

On Tuesday, Oct. 23, from noon to 2 p.m. local time, participating Domino's stores across the country will each give away 100 free slices of Handmade Pan Pizza. Domino's recently introduced its Handmade Pan Pizza with a crispy golden crust, a great buttery taste - and most importantly - fresh, never-frozen dough.

"Domino's spent three years perfecting this product and raising the bar for pan pizza, so we felt there was no better time for us to launch our biggest sampling event ever," said Chris Brandon, Domino's Pizza spokesperson. "Our goal is to give as many people as possible the opportunity to experience the fantastic taste of our new Handmade Pan Pizza made with fresh, never-frozen dough. We hope everyone experiences love at first bite."

The national sampling event kicks off a big week to close out National Pizza Month, ending with one of the biggest days of the year for Domino's Pizza: Halloween. As dinnertime arrives for trick-or-treaters on Oct. 31, Domino's expects to sell nearly 1 million pizzas - a 40 percent increase over a typical Wednesday night.

"Ordering dinner from Domino's Pizza gives families one less thing to worry about on Halloween," said Brandon. "As our team members across the country have been perfecting their pizza-making skills for our Handmade Pan Pizza sampling event, they've also circled this date on their calendars well in advance. We stock up, staff up and make sure we're ready to deliver on Halloween."

Traditionally, Halloween ranks as one of the busiest days for Domino's Pizza in the United States. Other top days for Domino's are Thanksgiving Eve, New Year's Eve and New Year's Day.

Customers can visit [dominos.com](http://dominos.com) and click on "locations" to find the closest store and pick up a free slice of Domino's Handmade Pan Pizza while supplies last.

### About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. As of third quarter 2012, Domino's operated a network of 10,040 franchised and Company-owned stores in the U.S. and over 70 international markets. During the third quarter, Domino's had global retail sales of nearly \$1.7 billion: nearly \$800 million domestically and over \$862 million internationally. Domino's had global retail sales of over \$6.9 billion in 2011. In October 2012, Domino's debuted its Handmade Pan Pizza, touting the product's fresh, never-frozen dough and establishing itself as a player in the Pan Pizza market. In September 2012, Domino's opened its 10,000<sup>th</sup> store, becoming one of only eight restaurant chains in the world to reach that milestone. 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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