



## Domino's Pizza® Shows No Fear with Expanded \$5.99 Value Meal Deal

January 14, 2013

### Fan-favorite value offer now gives customers more choice

ANN ARBOR, Mich., Jan. 14, 2013 /PRNewswire via COMTEX/ --Thinking about trying something new for 2013? **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is asking customers to think outside the pizza box, and in return is offering to face its fears in a TV campaign beginning today.

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

Domino's is temporarily expanding the fan-favorite two medium, two-topping pizzas for \$5.99 each value offer to include Penne Pastas in a dish, Stuffed Cheesy Breads, 8-piece chicken varieties and Oven Baked Sandwiches, encouraging customers to try something they haven't before – which isn't always an easy decision.

"Our customers have loved being able to enjoy their favorite two-topping pizzas for \$5.99, and now they can try pastas, chicken, stuffed cheesy bread and sandwiches for the same value," said Russell Weiner, Domino's Pizza chief marketing officer. "It can be scary to try something new, so we're encouraging our customers to be a little bit more daring this new year, and in exchange we'll face fears of our own."

In a light-hearted TV campaign beginning today, a real Domino's employee offers to face his fear – heights. In exchange for customers going outside their comfort zone, the employee is thrown shrieking into the air in a sling-shot amusement park ride, showing how far Domino's is willing go to convince its customers to try something different.

"Over 80 percent of the items on our menu are new since 2008, so we're not just a pizza company anymore," Weiner continued. "We're making it so Domino's can deliver variety at a great price to our customers' next sports viewing party, or when the winter nights get too cold to go out with the family."

### About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. As of the 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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