



A New Twist On the Cheese Steak Debate: Domino's?

August 23, 2003

****B-roll of Taste Testing at Pat's King of Steaks® in Philadelphia Available****

ANN ARBOR, Mich., August 25, 2003 - Domino's Pizza, the recognized world leader in pizza delivery, announced today it is combining two culinary classics - pizza and Philadelphia Cheese Steak - to create the all-new Domino's Philly Cheese Steak Pizza. Each item in itself is a great American comfort food - combined, they are unbeatable!

For decades, cheese steak connoisseurs have debated the merits of the ultimate Philly sandwich. No matter their favorite, now consumers everywhere have a chance to pay tribute to the original with the introduction of Domino's Philly Cheese Steak Pizza.

"The new Philly Cheese Steak Pizza, made with premium quality sirloin steak and smothered in a layer of provolone cheese, will deliver you right to the heart of Philadelphia," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "It is the perfect all-American complement to the Domino's Pizza menu."

Before Domino's launched its Philly Cheese Steak Pizza, the company conducted an authenticity check with Frank Olivieri, Jr., owner and great nephew of the founder of the famous Pat's King of Steaks® in Philadelphia. According to Mr. Olivieri, "It's a thumbs up. If you can't get a Pat's steak sandwich, Domino's Philly Cheese Steak Pizza is the next best thing."

"The Olivieri family is an icon in the cheese steak business, and to receive their stamp of approval is a real honor," said Calwell. "Domino's is proud to have the new Philly Cheese Steak Pizza recognized by the experts - Philadelphia residents - as a high-quality product inspired by the original."

Domino's Philly Cheese Steak Pizza, the first new pizza Domino's introduced since January 2000, starts with a traditional pizza crust, golden brown and crisp on the outside, tender and delicious on the inside. It is then smothered with onions, peppers and mushrooms. Tender slices of marinated, premium sirloin steak come next, seasoned and cooked as if imported straight from South Philly. Finally, this superb pizza is topped with a layer of shredded provolone cheese to capture the authentic, mouth-watering taste of a Philly Cheese Steak in a great-tasting pizza.

Domino's is introducing its Philly Cheese Steak Pizza nationwide beginning September 2, 2003. Consumers can order a medium Domino's Philly Cheese Steak pizza for just \$9.99, and get any second medium for \$5.00 more.

In addition, Domino's has carved out a unique joint promotion with the National Cattlemen's Beef Association (NCBA), on behalf of the Cattlemen's Beef Board and state beef councils. Domino's Pizza is the first national pizza company to receive the United States' beef industry's endorsement for their new Philly Cheese Steak pizza product made with premium quality sirloin steak. The U.S. beef industry's highly recognized Beef Check-Off logo will be branded on all Domino's Pizza advertising, including print and television, in support of the product launch, beginning September 8, 2003.

Members of the media are invited to sample the new pizza by calling Jaime Marland at 212.554.7428.

About Domino's Pizza

Founded in 1960, Domino's Pizza operates a network of 7,291 Company-owned and franchised stores in the United States and more than 50 countries, and is the recognized world leader in pizza delivery. Domino's Pizza, named a Top 100 Megabrand by Advertising Age, had systemwide sales of nearly \$4 billion in 2002. Domino's Pizza was named "Chain of the Year" for 2003 by Pizza Today magazine, the leading publication of the pizza industry. In 2003 Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

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