



## Get the Door. It's Domino's.com

March 31, 2003

ANN ARBOR, Mich. - March 31, 2003 – Domino's Pizza announced today the launch of a new bilingual feature on Dominos.com. Whether customers view their pizzas online topped with green peppers or pimientos verdes, www.dominos.com visitors have both options.

"In response to the growing Hispanic population in the United States and around the world, we are thrilled to deliver our website content in Spanish to our customers," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza.

Domino's is the only national pizza delivery company to offer the majority of its U.S. website in Spanish. To view Domino's site in Spanish, click En Español at the bottom, right hand corner of each page.

### **About Dominos.com**

The Domino's website, designed by [Organic, Inc.](#), received a prestigious Caddy Award from the Detroit Creative Directors Council in recognition of its creativity and innovation in late 2002. Highlighted features include the Meal Builder and Our Heritage options.

The Meal Builder allows viewers to create their own perfect pizza meals by interactively choosing their favorite toppings, side orders and beverages from all menu options. The Our Heritage option is an interactive timeline using enticing images to visually display the company's history.

Another feature of www.dominos.com is the Store Locator option, allowing customers to find a Domino's Pizza store in their neighborhood, across the country or internationally.

The website also promotes Domino's newest title - the Official Pizza of NASCAR® - as Domino's recently announced a long term partnership with the national auto racing association.

### **About Domino's**

Founded in 1960, Domino's Pizza operates a network of 7,230 company-owned and franchised stores in the United States and more than 50 countries.