



On the Heels of a New Classic Show, NBC's 'The Apprentice,' Domino's Pizza(R) Launches New American Classic Cheeseburger Pizza

April 1, 2005

Pizza Combines Two of America's, Trump's Favorite Foods

ANN ARBOR, Mich., April 1 /PRNewswire-FirstCall/ -- For years, the debate over the favorite American food has raged: pizza or cheeseburgers? Following a victory by Magna Corp. on "The Apprentice," Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, solves this historic dilemma with its introduction of the new American Classic Cheeseburger Pizza.

(Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20050401/NYF052>)

"While 'The Apprentice' candidates came up with some interesting new pizza ideas, the real winning idea is the pizza that Domino's is launching," said Donald Trump. "It takes my two favorite foods -- pizza and cheeseburgers -- and blends them together. I've tried this product and it's fabulous."

This new pizza sensation starts with a hand-tossed crust and features juicy beef and a combination of three flavorful cheeses -- American, provolone and cheddar. A top layer of onions, bacon and tomatoes creates a truly classic cheeseburger taste.

Creating new pizza taste sensations is at the top of many people's minds right now. Last night on NBC's "The Apprentice," millions of viewers watched as both teams were tasked to come up with a new pizza for Domino's.

"Each new pizza that Domino's introduces undergoes strict testing to ensure it will be popular among consumers," said Ken Calwell, chief marketing officer, Domino's Pizza. "When we tested the American Classic Cheeseburger Pizza last year, people loved it. We're excited to introduce this new pizza because so many people crave cheeseburgers and pizza."

Domino's executed a marketing first on the show by running two commercials featuring Trump -- one in support of Domino's 555 Deal, and one introducing Domino's newest taste sensation, The American Classic Cheeseburger Pizza. In the spot airing at the start of the show, Trump answers the door to find a Domino's delivery driver delivering his 555 Deal: Three Medium Pizzas for just \$5 each. Trump negotiates with the Domino's driver -- and it quickly becomes apparent that this deal is so incredible, even the author of "The Art of The Deal" wants to take credit for it! In the second spot, Domino's is delivering the new American Classic Cheeseburger Pizza to Trump at his office. In this spot Trump likes the product so much that he also tries to take credit for this great idea from Domino's.

In Domino's own version of "The Apprentice," New Yorkers today will have a chance to sample the American Classic Cheeseburger Pizza. Stephanie, the recently fired candidate from "The Apprentice," will judge a contest between New York University's student chapter of the American Marketing Association (Book Smarts team) and the New York City Patrolmen's Benevolent Association (Street Smarts team) to see which team was more creative in marketing the pizza to passersby on the streets of New York City. Both groups will receive a donation from Domino's Pizza to give to their respective charities of choice.

Additionally, consumers can visit Domino's Web site at <http://www.dominos.com> to enter a contest to live like Donald Trump for the weekend in the "Domino's Delivers Donald's Lifestyle" instant-win contest.

Cheeseburgers and pizza are not only the favorites of Trump, but are the food of choice for many people in America. According to research conducted by NPD Group, nearly 35 percent of dinnertime restaurant orders in 2004 were for pizza or cheeseburgers.

"Eating this pizza is like having a cheeseburger delivered hot and fresh straight to your door," Calwell said. "Forget about firing up the grill when you can call Domino's and experience the same great taste in just one pizza. It's a cheeseburger you can share with your friends -- whether they are book smart or street smart."

The American Classic Cheeseburger Pizza is available in Domino's stores nationwide. Consumers can buy a medium Cheeseburger Pizza for \$9.99 and get any second medium pizza for just \$5.00 more.

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." Through its primarily franchised system, Domino's operates a network of 7,757 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the Web at <http://www.dominos.com>.

"The Apprentice" is produced by Mark Burnett Productions in association with Trump Productions LLC. Mark Burnett, Donald Trump and Jay

Bienstock are executive producers. Conrad Riggs and Kevin Harris are co-executive producers.

SOURCE Domino's Pizza

04/01/2005

CONTACT: Holly Ryan of Domino's Pizza, +1-734-930-3674 or
ryanh@dominos.com

Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20050401/NYF052>

AP Archive: <http://photoarchive.ap.org>

PRN Photo Desk, photodesk@prnewswire.com

Web site: <http://www.dominos.com>

(DPZ)