



## **Steak. It's What's for Pizza! Domino's Pizza Launches New Steak Fanatic Pizza and Custom Steak Fanatic Couch**

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ANN ARBOR, Mich., Sept. 6 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is delivering a guy's ultimate dream come true: the new Steak Fanatic Pizza. And if that's not enough, two lucky guys will get to enjoy one of Domino's first Steak Fanatic Pizzas while relaxing on a high-tech fully-loaded Steak Fanatic Pizza Couch. In addition, one lucky customer who uses a MasterCard card at participating Domino's stores will win an all-inclusive seven-day/six night vacation at a western themed "dude ranch."

### **The Ingredients**

The Steak Fanatic Pizza combines guys' ultimate food cravings -- steak and pizza -- into one delicious arrangement. The new Steak Fanatic Pizza is crafted with Domino's signature hand-stretched dough piled with Angus steak -- on top of more steak -- and smothered in American and provolone cheeses. To embolden the distinct steak flavor, the new Steak Fanatic Pizza is topped with a special sauce developed specifically to complement the hearty Angus steak topping. And of course, no authentic steak experience would be complete without a layer of fire-roasted onions and thick mushroom slices.

"Domino's is committed to our customers' satisfaction, and each new pizza introduced undergoes strict testing through our disciplined new product testing process to ensure its popularity among consumers," said Ken Calwell, Domino's Pizza, chief marketing officer. "The new Steak Fanatic Pizza is the product of consumer demand. This pizza is truly 'man-fuel' -- (although women like it too!) -- It's perfect for guys' night in, when cooking is out of the question but you're craving the flavor of steak."

Domino's is partnering with the Cattlemen's Beef Board and the Federation of State Beef Councils division of the National Cattlemen's Beef Association on this promotion, bringing together two tastes that Americans crave -- steak and delicious Domino's pizza. The U.S. beef industry's highly recognized Beef Checkoff logo will appear on many of the promotional materials associated with the roll-out.

### **Furniture Fashioned for Domino's Steak Fanatics**

Because sports, electronics and power tools are as much a part of male DNA as steak and pizza, Domino's contracted Jamie Hyneman and the crew of M5 Industries to create the Domino's Pizza Steak Fanatic Pizza Couch. The one-of-a-kind couch was custom-designed specifically with the ultimate sports guy in mind and includes everything a guy could need to enjoy his favorite sports event.

Before construction on the couch began, ORC's Caravan Services conducted a survey on behalf of Domino's Pizza, which asked 483 men over the age of 18 to reveal their food and sports-watching preferences. When asked which foods they crave most, 60 percent of men said steak and 57 percent said pizza. Eight in 10 men (78 percent) said that steak is the ultimate "man food," making Domino's new Steak Fanatic Pizza the ideal man fuel for guys' night in. When asked to build their ideal couch, 64 percent of men said it would have an automatic recline button, 56 percent wanted a remote control caddy and 48 percent would attach a mini-fridge. Armed with a list of the ultimate male must-haves, the Domino's Steak Fanatic Pizza Couch delivers -- and then some.

No more missing the game-time action. The Domino's Steak Fanatic Pizza Couch features two Domino's Heat Wave hot bags, a mini refrigerator, a Coca-Cola beverage cooler, remote control caddy and bottle opener, so leaving your seat is never necessary (unless nature calls, of course). For entertainment during breaks in the action, men can enjoy all of the couch's custom-installed electronics, including an Xbox with three controllers, an Electric Red-donated MP3 player, a donated XM Radio with one year of free service, a donated NEXTEL cellular phone and a NASCAR headset, a DVD player and two flat screen televisions. To fill the fridge, SunTrust Bank has provided a \$200 pre-paid Visa card and all of the couch action can be captured with a donated Kodak Easy Share camera. If that's not enough, guys can kick back and enjoy the game using the special reclining option and head rests that double as paper towel holders. To ensure couch-sitters are respectable and presentable when they leave the couch, Old Spice has provided a year's supply of men's deodorant and body spray.

"When Domino's Pizza approached M5 Industries and asked us to design and build the Steak Fanatic Pizza Couch, I knew it was something we wanted to be part of," said Hyneman. "The Steak Fanatic Pizza Couch is like a guy's dream come true -- only the coolest gadgets and Domino's Pizza all within arm's reach."

### **Domino's Determines America's Biggest Steak Fanatic**

The Domino's Pizza Steak Fanatic Pizza Couch will make its debut at an invitation-only Michael Waltrip fan event on September 7 in Richmond, Va. One lucky pizza fanatic and a friend will spend time with Michael Waltrip and dine on the ultimate man fuel: Domino's Pizza's new Steak Fanatic Pizza. The winner was selected during the Domino's Pizza "America's Biggest Pizza Fanatic" Contest, an online competition in which sports fans were encouraged to tell Domino's why they are America's biggest pizza lover.

Domino's new Steak Fanatic Pizza is available nationwide beginning September 5, 2005. Customers can buy a medium Steak Fanatic Pizza for only

\$9.99, and particularly hungry guys can "heap it on" by adding an extra portion of mouth-watering Angus steak for only \$2 more.

#### MasterCard(R) Sweepstakes

Beginning September 5, each time customers use their MasterCard cards at participating Domino's stores in the contiguous U.S., they will be automatically entered into a sweepstakes for a chance to experience the great American West.\* One Grand Prize winner will receive an all-inclusive seven- day/six night vacation at a western themed "dude ranch."

Customers could also win one of 10 First Prizes -- a \$500 MasterCard Gift Card. The MasterCard sweepstakes will be advertised in conjunction with the Steak Fanatic Pizza national launch. Domino's accepts MasterCard cards at all stores nationwide.

\*For a copy of the full Official Rules, see <http://www.dominos.com> .

#### About Domino's

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 7,878 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(R)." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

SOURCE Domino's Pizza, Inc.

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