



Domino's Pizza Asked America: What Would You Choose to Make 30 Percent Bigger?

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Domino's offers 30 percent more pizza with new XLP at just \$9.99

ANN ARBOR, Mich., April 21 /PRNewswire/ -- With the launch of the XLP (Xtra Large Pizza), Domino's Pizza lovers can now get a pizza 30 percent bigger than our current large pizza at the very little price of just \$9.99. That got us to thinking: "If Americans could make anything in their lives 30 percent bigger, what would they choose?"

A survey of 1,044 Americans commissioned by Domino's Pizza (NYSE: DPZ), conducted by Opinion Research Corporation, asked consumers what they would choose to make 30 percent bigger. The number one answer (not surprisingly), was "my salary." Seven out of 10 respondents would love to see their annual income go up by 30 percent.

Here's a look at what Americans would also choose to make 30 percent bigger ...

- * Their home (37 percent)
- * Their muscles (19 percent)
- * Their significant other (8 percent)
(Yeah, that one took us by surprise, too. Did they mean "height" or "weight?")

When asked what they wished they had 30 percent more of, 64 percent of Americans said "time" -- specifically, time with their families.

Rounding out the list of "I wish I had 30 percent more ... " were:

- * Intelligence (39 percent wished they were 30 percent smarter)
- * Height (20 percent want to be taller)
- * Hair (19 percent want to be, well, hairier)

* Sex appeal (14 percent of people wished they were 30 percent sexier ... how they would determine that, we don't know)

* Humor (10 percent want to be 30 percent funnier. There's a joke there, but we don't know what it is)

Consumers were also asked about what they would like to see 30 percent larger in their business travel lives. About half (46 percent) would trade in their coach seat for a 30 percent larger model, while 31 percent would be happy to see frequent flier mileage awards increase by 30 percent.

Finally, in a world of crash diets and the "thin is in" theory, many Americans would like to see Mary-Kate Olsen (26 percent) and Nicole Richie (14 percent) reverse that trend, and put on a little weight. However, Americans seem happy with the compact host-with-the-most, as only 4 percent would like to see Ryan Seacrest 30 percent bigger.

The national Domino's Pizza "30 Percent More" Survey has a margin of error of +/- 3 percentage points.

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 8,079 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand has been named a Megabrand by Advertising Age magazine, and had global retail sales of nearly \$5.0 billion in 2005, comprised of approximately \$3.3 billion domestically and \$1.7 billion internationally. Domino's Pizza has been 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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