Domino's Pizza Launches New Oven-Baked Brownie Squares

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Domino's Pizza to Deliver New Warm Brownie Dessert
to America's Doorstep ... FREE

ANN ARBOR, Mich., Aug. 14 /PRNewswire/ -- Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, is preparing to deliver a new and irresistible chocolaty dessert to America's doorstep. Available nationwide beginning August 21, Domino's customers who order a large pizza at regular menu price will receive an order of Domino's new oven-baked Brownie Squares absolutely free.

A new twist on a classic dessert, Brownie Squares are Domino's first dessert menu item to not use traditional pizza dough among leading national pizza chains. According to Restaurants & Institutions magazine's 2005 Menu Census, brownies are one of the top five desserts appearing on most foodservice menus. Additionally, Domino's found in its own test market research that customers loved the idea of rounding out their pizza meal with warm Brownie Squares. Now Domino's is the first to deliver oven-baked brownies among all quick service restaurants.

Domino's new Brownie Squares come 10 to an order -- bite-sized brownies with warm chocolaty centers. All orders are delivered with a side of fudge dipping sauce. These bite-size treats are perfect for sharing at the end of a meal, or enjoying by oneself.

"Everyone loves brownies, but no one can deliver on the promise of warm, oven-baked brownies delivered right to your door like the Delivery Experts at Domino's Pizza," said Ken Calwell, Domino's chief marketing officer. "In addition to a great dessert, we understand that our customers want great value. What could be better than offering our delicious new Brownie Squares dessert to our customers free of charge?"

To support the new product launch, Domino's retained Fudgems to spearhead the effort. Fudgems, a three-foot-tall brownie character, will serve as the mascot and figure head for the national launch appearing in Domino's television and print advertising and the Internet to increase excitement -- and appetites -- for the new Brownie Squares.

Fudgems makes his much-anticipated debut August 17, with the launch of his Web site, http://www.Fudgems.com . The site will also be available in Spanish featuring the Hispanic version of Fudgems, named Brownito(TM), at http://www.Brownito.com . Although the English and Spanish Web sites are slightly different, visitors at both sites can:

- Hear Fudgems "brownie-speak" and see it translated into English or Spanish
- Watch Fudgems dance to music of various genres including salsa and hip-hop
- Play Fudgems games
- And much more to come!

Beginning August 14 in select markets and nationwide on August 21, customers will receive a free order of Brownie Squares when they order a large pizza at regular menu price. Brownie Squares are also available for purchase on their own (price varies by market).

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 8,190 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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