Domino's Pizza to Blanket the Nation in Free Chocolate

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Domino's introduces new irresistible oven baked
Brownie Squares with national free sampling event

ANN ARBOR, Mich., Aug. 21 /PRNewswire/ -- Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, is blanketing the nation in warm, chocolate brownies. Free samples of the new oven baked Brownie Squares, that is.

On August 23, from 3 - 5 p.m. local time, every customer visiting a participating Domino's Pizza store can sample a free oven baked Brownie Square with no purchase necessary. Customers can call their local Domino's Pizza any time before August 23 to see if their local store is participating in the sampling event.

"We wanted to share the warm, chocolatey goodness of our new warm Brownie Squares with all of our customers, free of charge," said Ken Calwell, Domino's chief marketing officer. "We're confident that once customers try one they will be begging for more."

About the New Oven Baked Brownie Squares

Domino's new oven baked Brownie Squares come 10 to an order -- bite-sized brownies with warm chocolaty centers, and a side of fudge dipping sauce. For a limited time, customers nationwide will receive a free order of oven baked 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 Fudgems

To support the launch of its newest dessert menu item, Domino's created Fudgems, a three-foot-tall brownie character, who will serve as the mascot and figure head for the national launch of the new Brownie Squares.

To learn more about Domino's new Brownie Squares and Fudgems visit his Web site at http://www.Fudgems.com . The site is also available in Spanish featuring the Hispanic version of Fudgems, named "Brownito(TM)," at http://www.Brownito.com . Both versions of the site allow visitors to:

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

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

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