



## It's No Trick ... Domino's Delivers a Slice of Brooklyn

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### **Pizza Delivery Experts Introduce New Brooklyn Style Pizza in Time for the Halloween Rush**

ANN ARBOR, Mich., Oct 25, 2006 /PRNewswire via COMTEX News Network/ -- Just in time for Halloween -- when Domino's (NYSE: DPZ) expects to sell one million pizzas in a single day -- the world leader in pizza delivery is launching its newest creation, Brooklyn Style Pizza.

The new Brooklyn Style Pizza is crafted with Domino's signature, hand-tossed dough stretched thin and cut into 6 big, foldable slices. The pizza includes a blend of mozzarella and provolone cheeses and a choice of new extra large Brooklyn-style sausage or pepperoni. Available in select markets beginning this week and nationwide on October 30, customers can receive a large Brooklyn Style Pizza for just \$9.99. For just \$2 more, customers can upgrade to an extra large.

"Brooklyn is known for its great people, friendly neighborhoods and, of course, delicious pizza," said Ken Calwell, Domino's Pizza chief marketing officer. "We want to deliver the unique taste of Brooklyn to our customers by offering them something they'd otherwise need to travel to New York to enjoy. We call it delivering the old neighborhood to your neighborhood."

Traditionally, Halloween ranks as one of the top five busiest "holidays" for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Thanksgiving Eve, New Year's Eve and New Year's Day.

"This Halloween, we're inviting America to order a new Brooklyn Style Pizza from Domino's as they're putting the final touches on their costumes before heading out to trick-or-treat," said Calwell.

#### About Domino's Pizza(R)

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 8,238 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 nearly \$5.0 billion in 2005, comprised of \$3.3 billion domestically and \$1.7 billion internationally. During the third quarter of 2006, the Domino's Pizza(R) brand had global retail sales of approximately \$1.2 billion, comprised of more than \$700 million domestically and more than \$400 million 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> .

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