



Domino's Pizza Kicks Off New Promotion with Unique Contest on eBay

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New Year, New Deal, New Attitude: Anything Goes!

ANN ARBOR, Mich., Dec 27, 2006 /PRNewswire via COMTEX News Network/ -- The New Year is approaching and Domino's Pizza has a new attitude and is showing it through the new Anything Goes Deal. Starting Jan. 1, Domino's Pizza stores nationwide are offering the new Anything Goes Deal for customers who crave value and great pizza: Any large pizza, on any crust, with any toppings for just \$9.99.

The Anything Goes Deal gives customers a chance to order their perfect pizza without putting a dent in their pocketbook. Order any large pizza, with any number of toppings on any crust (hand-tossed, deep dish, thin crust or Brooklyn Style) for just \$9.99. Customers can also order the Anything Goes "Make it a Meal" deal and receive any large pizza, any bread side and any chicken side for only \$19.99.

But that's not all ... in a unique Anything Goes Deal sponsored by Domino's Pizza (NYSE: DPZ), consumers will be able to get a lot more than pizza for just \$9.99.

Beginning Jan. 1, in the spirit of the new Anything Goes Deal, Domino's will sell a variety of premium items on eBay.com for just \$9.99. New items will be posted daily between Jan. 1 and the end of the contest on Feb. 5. Items to be sold include: Apple(R) iPod Nanos, Gibson(R) electric and acoustic guitars, Sony(R) flat screen television sets and much more.

Because \$9.99 is such a fantastic deal for the kinds of prizes available through this one-of-a-kind contest, Domino's is not going to make things easy. The pizza delivery experts have developed an online treasure hunt that uses eBay, where the prizes will be posted. Consumers can get more information regarding how to participate at www.anythinggoesdeal.com beginning Jan. 1.

Once on the site, consumers can learn more about the promotion and participate in short games of skill which, if done correctly, will provide a clue needed to find the prizes on eBay. Domino's Anything Goes Deal promotional prizes will be sold to the first qualified buyer to locate the item on eBay and "Buy it Now" for only \$9.99.

"As the holiday season draws to a close, we know that our customers are looking for value-in our case, they're looking for great pizza for a great price, and the Anything Goes Deal is a perfect fit," said Ken Calwell, Domino's Chief Marketing Officer. "As we continued thinking about value we thought, why stop at pizza for just \$9.99? Why not a DVD player or a computer? Maybe even a car ... after all, Anything Goes!"

The Anything Goes Deal is available in select markets now and nationwide beginning Jan. 1.

Domino's Pizza is the official sponsor of the Anything Goes promotion.

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 www.dominos.com.

SOURCE Domino's Pizza

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