



## **Domino's Pizza Sells Hitachi Big Screen Plasma TV for Only \$9.99!**

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Quirky offer on eBay promotes Anything Goes Deal

ANN ARBOR, Mich., Jan. 12 /PRNewswire/ -- One lucky winner bought a brand new Hitachi(R) plasma HDTV for just \$9.99 on eBay, courtesy of Domino's Pizza and its ground-breaking, buzz-generating, Anything Goes Deal(TM) contest.

Domino's new Anything Goes Deal Contest officially began Jan. 1. (For complete contest rules, visit [www.anythinggoesdeal.com](http://www.anythinggoesdeal.com))

Since the campaign began, more than 600,000 unique monthly visitors have weighed in to build online buzz about the contest on message boards and blogs across the Web.

To celebrate its new Anything Goes Deal -- get any large pizza on any crust with any toppings for just \$9.99 -- Domino's has developed an innovative Anything Goes Deal Contest that uses eBay.com, where a variety of premium items are being made available daily for just \$9.99. The first item sold was a Saab(R) 9-3 AERO convertible which was purchased within minutes of being posted for just \$9.99.

This time, another lucky winner took home a Hitachi(R) 55" UltraVision Directors Series plasma HDTV. Other items offered during the first two weeks of the contest include: Apple(R) iPod Nanos, XM(R) radios, Sony(R) digital cameras, Apple(R) laptops and much more.

"We started this contest with a bang on New Year's Day by selling a Saab for only \$9.99," said Ken Calwell, Domino's chief marketing officer. "The Hitachi(R) TV is just another example of the big ticket items available during the contest. What's next? You'll have to get in on the treasure hunt to find out."

There are plenty of chances to win between now and Feb. 5, when the contest ends. Domino's is offering approximately \$250,000 worth of premium items on eBay for just \$9.99 each. Visit [www.anythinggoesdeal.com](http://www.anythinggoesdeal.com) to see the names of the current winners and their great prizes.

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

### **How to Spot the Next Great Deal**

Consumers can get more information regarding how to participate in the Anything Goes Deal contest and find the next great item for just \$9.99 at [www.anythinggoesdeal.com](http://www.anythinggoesdeal.com). Once on the site, consumers can learn more about the contest 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 go to the first qualified buyer to locate the item on eBay and "Buy it Now" for \$9.99.

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

Founded in 1960, Domino's Pizza(R) 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(R) was named "Chain of the Year" by Pizza Today(R) 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](http://www.dominos.com).

### **SOURCE Domino's Pizza**

NOTE TO EDITORS: We love to feed the media! Call the Domino's Public Relations Department at 734-930-3741 to order a piping hot Domino's Pizza for your newsroom or studio.

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