



Domino's Revealed as Creator of Popular Internet Videos

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Colorful Videos Launched to Create Buzz over Anything Goes Deal(R)

ANN ARBOR, Mich., Jan. 25 /PRNewswire/ -- Domino's Pizza announced its involvement behind an entertaining viral video series that is capturing the attention of millions in the Internet community.

Domino's took an off-beat approach to promoting its new Anything Goes Deal Contest along with its advertising agency, JWT. In order to introduce its new Anything Goes Deal pizza promotion -- where any large pizza, on any crust and with any toppings is just \$9.99 -- Domino's and JWT launched a non-traditional, full-scale integrated marketing campaign featuring a groundbreaking contest that uses eBay.com to offer more than \$250,000 worth of premium items for just \$9.99 each. The contest offers both great daily prizes and several large prizes available until its end on Feb. 5.

To create interest in the large items and promote the overall program, Domino's and JWT created larger-than-life characters who all shared a desire to offer big ticket items for the same low price. For each large prize, a series of viral videos were launched on popular social networking sites. Each video series eventually revealed the featured character's intent to offer a great item for only \$9.99. MySpace(R) profiles were also created for these characters to help drive traffic to the video sites and generate chatter about the videos' quirky content and interesting characters. Additionally, the URL to the contest Web site, www.anythinggoesdeal.com, was included in the videos to drive traffic to the promotion site.

The first of three viral video series was used to tease and then announce an opportunity to win a Saab(R) 9-3 convertible AERO on eBay for just \$9.99. This series, called "MacKenzie gets what MacKenzie wants," featured a spoiled rich girl who wanted a blue car for her birthday but got a red one instead. Her whining persisted until she got the car she wanted and then, much to the surprise and delight of video viewers, she decided to offer her red car on eBay for only \$9.99.

With over two million views across multiple video sites, the popularity of the MacKenzie videos earned a top spot on several video sharing Web sites -- an honor generally reserved for the top-watched videos on the Internet.

"We took an unusual and innovative approach to creating buzz about our latest Anything Goes Deal promotion," said Ken Calwell, Domino's chief marketing officer. "The purpose of the viral videos was to engage and entertain consumers with the storylines and get them talking about the characters, the contest and most importantly, Domino's Pizza."

Domino's second premium prize was revealed with the "Rich Man" video series. This series introduced a man who eventually offered a Hitachi(R) plasma TV on eBay for \$9.99 to prove just how rich he really was.

"By creating a compelling storyline available in the places where the Domino's consumer spends time, we were able to capture their interest, keep them engaged and communicate the Anything Goes Deal in an innovative way," said Jeff Bitsack, executive creative director, JWT New York.

The Anything Goes Deal Contest, which kicked off on Jan. 1, began with a winner receiving a Saab(R) convertible for only \$9.99. This Friday's lucky winner will drive away with a Harley Davidson(R) XL 883 Sportster. (Complete contest rules can be found at www.anythinggoesdeal.com).

How to Get in on the Hunt

To get more information on how to participate in the Anything Goes Deal Contest and find the next great item for just \$9.99, visit www.anythinggoesdeal.com. Once on the site, consumers can order an Anything Goes Deal pizza online, learn more about the contest and participate in games of skill which, if done correctly, will provide a clue needed to find the prizes on eBay. Domino's Anything Goes Deal Contest prizes will go to the first qualified buyer to locate the item on eBay and "Buy it Now" for \$9.99. Consumers can also opt-in through www.anythinggoesdeal.com to receive e-mail blasts and/or text messages alerting them about the hunt.

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

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(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.

SOURCE Domino's Pizza

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