



A Tale of Two Pizzas: Domino's Pizza Brings Back Two Big City Favorites

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Philly Cheese Steak Pizza and Brooklyn Style Pizza back on the menu

ANN ARBOR, Mich., March 27 /PRNewswire/ -- Back by popular demand, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is bringing back two of its biggest crowd-pleasers -- Philly Cheese Steak Pizza and Brooklyn Style Pizza.

Beginning today, customers can get a medium Philly Cheese Steak Pizza or a large one-topping Brooklyn Style Pizza for just \$9.99.

In 2003, Domino's brought the craveable taste of Philly Cheese Steak to America's favorite fun food -- pizza -- with the introduction of Domino's Philly Cheese Steak Pizza. As a measure of "taste authenticity," Domino's Philly Cheese Steak Pizza received the stamp of approval from Frank Olivieri Jr., owner and great nephew of the founder of the famous Pat's King of Steaks(R) in Philadelphia. Additionally, Philly Cheese Steak Pizza proved so popular with customers that many Domino's stores kept it on their menu well after the introduction. Now, all Domino's stores are giving customers the opportunity to enjoy this great pizza for a great price.

Just last year, another big city taste took center stage when Domino's introduced Brooklyn Style Pizza -- a classic style pizza crafted with Domino's hand-tossed dough stretched thin and cut into six big, foldable slices. Brooklyn Style Pizza includes a blend of mozzarella and provolone cheeses and a choice of extra large Brooklyn-style sausage or pepperoni toppings.

"Brooklyn Style Pizza and Philly Cheese Steak Pizza are two local favorites that really inspire debate," said Ken Calwell, Domino's chief marketing officer. "Customers crave our Philly Cheese Steak Pizza for its delicious combination of steak and cheese. Our Brooklyn Style Pizza is loved for its hand-stretched thin crust and big, foldable slices. Whether you like your pizza loaded or folded, Domino's has the pizza for you!"

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 8,366 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 approximately \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the fourth 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

CONTACT: Media Relations, Stacey Bednarski of Domino's Pizza, +1-734-930-3274, stacey.bednarski@dominos.com