



Domino's Invites Customers to Get in on the Pizza Debate

April 3, 2007

Philly Cheese Steak Pizza or Brooklyn Style Pizza? You decide.

ANN ARBOR, Mich., April 3, 2007 – Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is fueling a great pizza debate with its current promotion for two of its most popular pizzas—Philly Cheese Steak Pizza and Brooklyn Style Pizza.

Inspired by regional flavors, Philly Cheese Steak Pizza is loaded with steak and smothered in rich, flavorful cheese. Brooklyn Style Pizza is a classic style pizza crafted with Domino's hand-tossed dough stretched thin and cut into six big, foldable slices. Now available together for the first time, Domino's is allowing customers to demonstrate their passion for these two unique products by taking the Philly vs. Brooklyn debate beyond the pizzas.

"Customers across the country continue to rave about Philly Cheese Steak Pizza and Brooklyn Style Pizza," said Ken Calwell, Domino's chief marketing officer. "With the amount of passion people have around them, we thought the promotion set itself up for a great debate. Whether you like your pizza folded or loaded with steak and cheese, this promotion offers something for everyone."

In mid-February, Domino's introduced an updated look to the company's homepage at www.dominos.com. For the launch of this Philly Cheese Steak Pizza and Brooklyn Style Pizza promotion, the pizza delivery experts have added new elements to the page focused on the great debate these two pizzas inspire.

Playing on Domino's popular tagline, "Get the Door. It's Domino's®," visitors to www.dominos.com are greeted by an interactive Domino's Delivery Expert, who serves as a host to the site, and three doors. The Delivery Expert guides visitors as they open each door to find fun, new ways to get in on the Philly vs. Brooklyn debate.

Let the Best Pizza Win!

Behind door number one, NASCAR® fans can weigh in on the Philly vs. Brooklyn debate by voting for their favorite pizza and unique paint scheme for the #00 Domino's Pizza Toyota. One pizza will be the inspiration for the paint scheme on Domino's driver David Reutimann's car at the NASCAR NEXTEL CUP SERIES race at Talladega Superspeedway. Fans can tune in to see if they selected the right scheme during the race on April 29.

Lucky racing fans attending the NASCAR NEXTEL CUP SERIES races at Texas Motor Speedway and Phoenix International Speedway the two weekends prior to Talladega will have a chance to sample both pizzas, and vote for their favorite pizza and paint scheme at the Domino's Fan Fuel Zone marketing display on-site. Fans not able to get to the track can visit NASCAR.com—as well as vote on Domino's Web site at www.dominos.com or at the Domino's racing-themed Web site at www.teamdominos.com.

Philly and Brooklyn Artists Featured on Domino's dTracks™

Behind door number two, Domino's is offering free music downloads from some of Philadelphia and Brooklyn's hottest bands. Domino's, in partnership with FreshTracksMusic.com, launched Domino's dTracks—an independent music hub offering free music downloads by some of today's hottest up-and-coming artists—in February. Since its introduction, Domino's dTracks has received more than 140,000 Web streams. Now, in celebration of Philly Cheese Steak Pizza and Brooklyn Style Pizza, Domino's has added 12 new artists from Philadelphia and Brooklyn to the play list.

Creative Television Campaign

Visitors looking for a Philly/Brooklyn chill spot need not look further than door number three. In this room, visitors can watch how the Philly vs. Brooklyn debate takes to the television airwaves in Domino's newest television commercial. The :30 TV spot begins with a Domino's customer at the door of his home deliberating on which great pizza taste is better. Clearly having trouble making a decision, he decides to consult a wise man...but can only find Sol and Carol Wiseman of Short Lawn, New Jersey. Seinfeld fans may recognize Sol Wiseman as actor Len Lesser from his portrayal as Uncle Leo on the hit show. In the commercial, Sol is a fan of Philly Cheese Steak Pizza while his wife, Carol, prefers the big, foldable slices of a Domino's Brooklyn Style Pizza and debate ensues!

"Cast your vote now by ordering your favorite pizza or go online to select your favorite pizza and NASCAR paint scheme. We want to hear from you," said Calwell. "Who knows...if consumers like one pizza over the other, maybe one of them will stick around on the menu for awhile. Let the best pizza win!"

Available nationwide, customers can get a medium Philly Cheese Steak Pizza or a large one-topping Brooklyn Style Pizza for just \$9.99. Customers may also add a medium one-topping pizza to either order for just \$5 more. This offer is available for a limited time only.

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® brand, named a Megabrand by Advertising Age magazine, had approximately \$5.1 billion in global retail sales in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the fourth quarter of 2006, the Domino's Pizza® brand had

global retail sales of nearly \$1.6 billion, comprised of nearly \$1.0 billion domestically and approximately \$600 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®." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

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