



Domino's Pizza, Free Movies and Music ... Oh My!

May 30, 2007

Domino's offers an added bonus to its 'on-demand' hungry customers

ANN ARBOR, Mich., May 30 /PRNewswire-FirstCall/ -- Domino's current 555 Deal promotion-three medium, one-topping pizzas for just \$5 each-delivers a lot of food for a great price, but the deals don't stop at pizza. Now available on Domino's homepage at www.dominos.com, the pizza delivery experts are giving customers even more value with free movie downloads for a month when customers place an online order, free music downloads and a chance to enter a sweepstakes to win great prizes courtesy of Domino's.

"Today's on-demand generation is used to getting what they want when and where they want it," said Ken Calwell, Domino's chief marketing officer. "Now, in partnership with Vongo and FreshTracksMusic.com, Domino's is delivering free movies and music in addition to a great pizza deal that our customers love."

Vongo Movie Partnership

Available now for a limited time only on www.dominos.com, customers who place their Domino's order online will receive a free one-month trial subscription to Vongo(SM) -- a broadband movie download service-to receive free movie downloads. Through Vongo, Domino's customers who order online will have access to more than 1,000 movies and 2,500 total video selections as well as a live streaming Starz TV channel free for 30 days.

Vongo delivers movies and other video content to broadband or wireless- enabled devices. Movies can be played on Windows-based PCs, laptops and select portable media devices. In addition, Vongo subscribers can also transfer their Vongo content onto a TV from the PC for optimal viewing with Media Extenders, such as the Xbox 360, or navigate Vongo and play their movies on the TV with a remote control and Windows Vista with Windows Media Center. Vongo is available as a free download for broadband subscribers in the United States at www.vongo.com

New Music on Domino's dTracks(TM)

Domino's has also added three new play lists to its free MP3 music hub, Domino's dTracks. First introduced in February and powered by FreshTracksMusic.com, Domino's dTracks offers free music downloads by some of today's hottest up-and-coming artists. With a total of 15 new songs by 15 new artists, the new play lists include: the Party Mix (indy/pop artists), Summer Road Trip (roots rock artists) and the Clubbin' Mix (hip-hop/electronic artists).

555 'Enter to Win' Sweepstakes

All visitors to www.dominos.com may register and enter for a chance to win prizes tailor-made for the on-demand generation. Five lucky grand prize winners will receive one of the following prizes:

- HP MediaSmart TV
- HP Pavilion laptop computer
- Apple(R) MacBook laptop computer
- Apple(R) iMac
- Sony DVD Dream(R) System

Additionally, Domino's is giving away literally thousands of instant win prizes including:

- (20) 1 year memberships to Vongo
- (25) 1 year memberships to myTracks.com (myTracks.com is the music hub offered by FreshTracksMusic)
- (10,000) 1 month memberships to myTracks.com
- (1) Apple(R) iPod Nano 8GB
- (1) Apple(R) iPod Nano 4GB
- (8) Apple(R) iPod Shuffles 1GB

For complete sweepstakes rules visit www.dominos.com.

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 8,394 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the first quarter of 2007, the Domino's Pizza(R) brand had global retail sales of \$1.2 billion, comprised of approximately \$770 million domestically and approximately \$471 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: Dana Harville of Domino's Pizza, +1-734-930-3741, Dana.harville@dominos.com