



Domino's Takes Ordering to the Internet

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Online ordering now available

ANN ARBOR, Mich., July 31 /PRNewswire-FirstCall/ -- For decades Domino's Pizza (NYSE: DPZ) customers have had only two ways to place their order - in-person or over the telephone - until today. Domino's is now offering online ordering in the majority of its U.S. stores as a third order method.

With the emergence of online ordering capability, pizza may soon join a growing list of "hot" commodities available online. According to a March 2007 survey by comScore Networks, Inc., the top retail e-commerce sales in the U.S. by select categories in 2006 were:

1. Video games, consoles and accessories
2. Consumer electronics
3. Sports and fitness
4. Jewelry and watches
5. Apparel and accessories
6. Event tickets
7. Computer software (excluding PC games)
8. Toys and hobbies

Will pizza make the list in 2008? Domino's Pizza predicts, "Most likely."

Visitors to Domino's homepage at www.dominos.com will see a fresh, new look to the Web site where online ordering now takes center-stage. Online customers can enjoy the following convenient features (available in most stores):

- * Place an order in English or Spanish
- * Place orders in advance
- * Save favorite orders to make ordering faster for return purchases
- * See the full menu while deciding what to order
- * Take advantage of exclusive online ordering coupons and specials

"Ordering pizza on the Internet is a relatively new trend," said Rob Weisberg, Domino's vice president of precision and print marketing. "While the majority of our customers still prefer to place their order over the phone, we predict that by 2010, 50 percent of all orders will be placed through digital channels."

Weisberg continued, "We are evolving our Web site and our ordering process to cater to our young, hip customers who live on the Internet, love Domino's Pizza and need quick and easy ordering because their lifestyle demands it," said Weisberg. "So far, our customers have given Domino's online ordering platform top billing for customer satisfaction. We think we're off to a great start."

In addition to providing online ordering capability, the revamped www.dominos.com features colorful, new graphics; easy site navigation; and bright menu pages all done with a sense of humor befitting the fun Domino's Pizza brand. When visitors arrive on the homepage, they are greeted by a series of comical pictures describing the reasons why you should order your pizza online -- like if you dropped your phone in a fish bowl.

Available now 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(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 8,449 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 second quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$754.7 million domestically and approximately \$492.5 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, Dana Harville of Domino's Pizza, +1-734-930-3741, or Dana.harville@dominos.com