



Domino's Pizza Selects Crispin Porter + Bogusky as National Creative Advertising Agency of Record

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ANN ARBOR, Mich., Sept. 13 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, today announced the selection of Crispin Porter + Bogusky (CP+B) as its lead creative advertising agency of record.

Effective immediately, CP+B will assume responsibility for all Domino's general market creative, including television, print, and radio advertising; as well as point-of-sale materials. Consumers will begin seeing CP+B-produced Domino's advertising, delivered with a new, edgy approach, in the first quarter of 2008.

"After an extensive search, reviewing more than 50 agencies, we are confident that we have selected the right agency to lead our new creative campaign for 2008," said Domino's Chief Marketing Officer Ken Calwell. "CP+B's energy and fresh perspective on our company hit right at the heart of who and what we are. Their company is one of the best and brightest in the industry, and I am certain that they will provide a strong brand message for us."

CP+B is recognized throughout the advertising industry for its breakthrough, category-changing campaigns. With such notable clients as Burger King and Volkswagen, CP+B is also credited for creative work with MINI, Nike, Geek Squad, Miller Lite, Miller High Life, the launch of Coke Zero and the "truth" anti-tobacco campaigns.

Of the new relationship, Jeff Hicks, president and chief executive officer at CP+B said, "Domino's is one of this country's pre-eminent consumer brands and we could not be happier about the opportunity to help strengthen its connection with pop culture."

CP+B was chosen following a two-month agency review process. The search committee was comprised of Domino's senior management as well as members of its Build the Brand team and long-standing members of the Domino's franchise community.

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.

About Crispin Porter + Bogusky

Based in Miami and Boulder, Crispin Porter + Bogusky is perhaps best known for its work with Burger King, as creator of the 'truth' anti-tobacco campaign and for its role in the launch of the BMW MINI. The agency's client list includes Burger King, Volkswagen, Nike, Coke Zero, Sprite, Ask.com, Geek Squad and the 'truth' anti-tobacco campaign. CP+B has the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in five separate categories as well as being named Agency of the Year nine times in the trade press. The agency and its work have been profiled in The New York Times, The Wall Street Journal, USA Today, Business Week, Forbes, Fast Company, Business 2.0, Time, Newsweek, Advertising Age, Creativity and Archive.

SOURCE Domino's Pizza 09/13/2007 CONTACT: Media, Lynn Liddle of Domino's Pizza, +1-734-930-3008 lynn.liddle@dominos.com Web site: <http://www.dominos.com> (DPZ)