



Domino's New Addition Offers 100% Guilt-Free Flavor

September 24, 2007

Coca-Cola Zero(TM) Available in Domino's Pizza Stores Nationwide

ANN ARBOR, Mich., Sept. 24 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, and Coca-Cola(R) have teamed up to make the great tasting, sugar-free Coca-Cola Zero available in all Domino's stores.

Created with today's "got to have it all" youth in mind, Coca-Cola Zero delivers the authentic taste of an original Coca-Cola but without the calories. Coca-Cola Zero is a refreshingly guilt-free addition to any delicious Domino's Pizza meal.

"Coke Zero offers the best of both worlds," said Ken Calwell, Domino's Pizza chief marketing officer. "The great taste of the 'Real Thing' without the calories. It's the perfect companion to a delicious Domino's pizza."

In addition to adding Coca-Cola Zero to the menu, Domino's and Coca-Cola are teaming up to deliver special fantasy football meal deals, available on Yahoo! Sports and ESPN.com's fantasy football sites. A link to Domino's online ordering now appears on both sites, allowing gamers to order their pizza right from their computer.

"We're excited to be partnering with Domino's and delivering great offers online to fantasy football fanatics," said Scott Mulkey, National Account Director, Coca-Cola Enterprises. "Whether you're strategizing your week's line-up or entertaining the whole gang for game day, hot Domino's Pizza and icy-cold Coke Zero is definitely a strong pick."

"We're making lunch and dinner an easy decision for fantasy football fans this season," said Calwell. "Now serious gamers don't have to turn their attention away from their picks when they feel hunger pangs. A piping hot pizza and icy, cold Coke Zero are just a click away."

Coca-Cola products are available in Domino's Pizza stores nationwide. Coca-Cola Zero launched nationally in June 2005 and will be available in stores for one year.

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 09/24/2007 CONTACT: Stacey Bednarski, Media Relations of Domino's Pizza +1-734-930-3274, stacey.bednarski@dominos.com Web site: <http://www.dominos.com> (DPZ)

CO: Domino's Pizza; Coca-Cola ST: Michigan IN: RST FOD SU: PDT