



Domino's Pizza First in Industry to Offer Mobile Ordering

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ANN ARBOR, Mich., Sept. 27 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is making ordering a piping, hot pizza even easier with the introduction of mobile ordering. Now, customers with web-enabled cell phones can place their order from nearly 2,500 of Domino's 5,128 U.S. stores on mobile.dominos.com.

Domino's mobile ordering site is similar to its current online ordering Web site, yet even more specialized for the quick order experience. Designed for the small screen of a cell phone, mobile.dominos.com features a streamlined interface for optimal speed. It also automatically adapts to the size of any cell phone screen, no matter what service carrier customers use. Once on the site, customers can enter their Domino's online ordering username and password and all orders saved on the system will carry-over to their mobile device -- including any coupons associated with the order -- making re-ordering your favorite pizza meal a breeze.

"With so many people living life on-the-go, Domino's mobile ordering delivers even more convenience for our customers' busy lifestyles," said Rob Weisberg, Domino's vice president of precision and print marketing. "With the addition of yet another order-taking channel, Domino's is thrilled to lead the market with this breakthrough technology that continues to change the way people think about ordering pizza."

How it Works

1. From a web-enabled cell phone (supported by any carrier) visit mobile.dominos.com
2. Enter your favorite pizza, side-item and Coca-Cola(R) order and delivery address
3. If you are paying by credit card, enter your credit card information over Domino's secured network
4. In about 30 minutes ... Get the door. It's Domino's(R).

Weisberg continued, "Results from our mobile ordering beta testing were very positive leading us to offer this service nationally. We will continue to make enhancements to mobile.dominos.com as we roll-out the service in new markets."

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

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