



Domino's Pizza Delivers Twelve Days of Xbox Prizes

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ANN ARBOR, Mich., Nov. 29 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ) and Xbox(R) are teaming up this holiday season to deliver the "XII Days of Xbox." Every day, beginning Dec. 1 through Dec. 12, customers who place their order online at www.dominos.com will instantly receive Xbox prizes, and some entrants will win Xbox 360(R) consoles.

Every order placed online during the "XII Days of Xbox" will receive a gift with purchase -a 48-hour trial of Xbox LIVE(R) Gold, Xbox's premier online multiplayer gaming and entertainment service that lets players connect their gaming consoles to the Internet and play games online. Best of all, every day during the "XII Days of Xbox," 10 lucky customers will win an Xbox 360 gaming console and a Project Gotham Racing(R) 4 video game.

"We're giving our customers some of the hottest gifts this season along with a hot, delicious meal when they place their order online," said Ken Calwell, Domino's Pizza chief marketing officer. "We're delivering the convenience of online ordering and pairing it with the excitement of instantly getting great prizes from Xbox."

Customers can order online Dec. 1 through Dec. 12 for more chances to play. Once an order is placed, a pop-up window will appear to confirm the order and announce instantly what prize will be received and if the customer has won the Xbox 360 console and Project Gotham Racing 4 video game. Prizes will be shipped within two days of winning to arrive in time for the holidays. Customers can visit www.dominos.com for automatic entry into the "XII Days of Xbox" and for the official "XII Days of Xbox" contest rules. No purchase necessary to enter or win. Void where prohibited. Must be at least 13 years of age to enter. Contest ends Dec. 12, 2007.

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 8,510 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 third 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 \$510.7 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)." Customers can place orders online in English and Spanish by visiting www.dominos.com or from a web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

SOURCE Domino's Pizza 11/29/2007 CONTACT: Media Relations, Stacey BednarskiDomino's Pizza, +1-734-930-3274stacey.bednarski@dominos.com Web site: <http://www.dominos.com> (DPZ)