



## Domino's Pizza Delivers a Revamped Online Image

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Dominos.com Makeover Reflects New Brand Campaign; New Business Site Created

ANN ARBOR, Mich., Jan. 21 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, has introduced a new brand re-launch campaign telling customers, "You Got 30 Minutes(TM)," which gives you plenty of time to check out Domino's re-vamped Web site at [www.dominos.com](http://www.dominos.com). Along with the visual redesign of the entire site, the updated Web site reflects Domino's new brand campaign and its current value promotion, the Big Fantastic Deal. Additionally, a new domain, [www.dominosbiz.com](http://www.dominosbiz.com) has been created to host all of Domino's corporate information.

The [www.dominos.com](http://www.dominos.com) site encourages customers to place an order online via two large buttons and a navigation link. The "Menu" and "Find a Store" sections provide customers the details they need to place a customized pizza order. The retooled site not only makes online ordering faster and easier than ever, it provides a view of different pizza combinations so the customer just has to click on the "Order Now" image to place an order. The updated menu images glow when the cursor moves over it and once the customer clicks on an order, it is automatically placed in the customer's cart.

"The online ordering section of [www.dominos.com](http://www.dominos.com) is better than ever," said Rob Weisberg, vice president of precision and print marketing at Domino's Pizza. "Customers will find a new look to the online ordering navigation tool they have grown accustomed to. Whether it's finding online coupons or reaching the checkout page, customers now have a new stylish, easy-to-access page for ordering pizza online."

The new [www.dominosbiz.com](http://www.dominosbiz.com) site was designed in addition to [www.dominos.com](http://www.dominos.com) to provide users a resource for job opportunities, franchising information and investor relations.

Both Domino's Pizza Web sites can be accessed by visiting [www.dominos.com](http://www.dominos.com) or [www.dominosbiz.com](http://www.dominosbiz.com).

### 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](http://www.dominos.com) or from a web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the web at [www.dominos.com](http://www.dominos.com).

SOURCE Domino's Pizza

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