



Domino's Pizza Delivers One Million Free Pies on 'Super Tuesday'

February 4, 2008

New Pizza Tracker Polls Your Opinions

ANN ARBOR, Mich., Feb. 4 /PRNewswire-FirstCall/ -- Just as the largest, simultaneous number of U.S. presidential primary elections are being held across the country, Domino's Pizza (NYSE: DPZ) will be e-mailing one million lucky customers an offer for a free pizza in the largest, synchronized e-mail blast in the company's history.

A free medium, one-topping pizza online ordering offer will be e-mailed to customers who opted-in to Domino's e-mail database as of Jan. 30, have never placed an order online, and are in the delivery areas of the 1,329 participating Domino's stores.

"While America is expressing its opinion on who should be the next president, Domino's is giving its customers the opportunity to order a free pizza online, track its progress using our new Pizza Tracker and immediately express their opinions on the service and quality of their Domino's experience," said Patrick Doyle, president of Domino's USA. "We're obsessed with great service. We measure performance. Now we can prove it every step of the way."

Domino's Pizza Tracker allows customers to follow the progress of their order online from the time they click the "Place Order" button until the Domino's delivery expert is knocking on their door. Customers will see confirmation of their order being received by the store; when it's being prepared; when it's been placed in the oven; when it's been boxed and placed in the Domino's HeatWave(TM) bag; and finally, when it's on its way for delivery.

The free medium, one-topping e-mail offer will include a unique, one-time use promotion code that will expire at midnight on Feb. 7. Domino's minimum delivery requirement will be waived for customers using this promotion code. Customers can sign up for "Hot E-mail Offers" at www.dominos.com.

About Domino's(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 \$725.7 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.dominosbiz.com. Domino's Pizza: You Got 30 Minutes.

SOURCE Domino's Pizza 02/04/2008 CONTACT: Media Relations, Stacey Bednarski+1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> <http://mobile.dominos.com> <http://www.dominosbiz.com> (DPZ)