



Domino's Launches New 'Recession-Buster' 444 Deal

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Tough Economic Times Call for Great Value

ANN ARBOR, Mich., March 28 /PRNewswire-FirstCall/ -- With dismal news coming out every day about the state of the economy and the plight of the American consumer, it's hard not to worry about where every penny is going. A dollar doesn't go a long way anymore -- until now. Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is now offering a great new value meal called the 444 Deal: three ten-inch pizzas with one topping for \$4 each (minimum order of three.) These aren't skimpy-topping pizzas that have been engineered for value, but original hand-tossed Domino's pizzas that will end the bickering over what toppings to order because everyone can have their own.

"Nowadays, \$4 gets you a little more than a gallon of gas or a cup of coffee from a local coffee house," said David Brandon, Domino's Pizza Chairman and Chief Executive Officer. "Who would have thought it could buy you a meal?"

"We know from third party research that when people are concerned about the economy they tend to skip meals -- particularly lunch -- to save a few bucks. With the 444 Deal, you and a couple of friends can order your choice of pizza at a great value and still have leftovers," said Patrick Doyle, President of Domino's USA.

The new 444 Deal will be launching in more than 1,500 Domino's Pizza locations starting March 31, and will be available nationwide by April 14.

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 8,624 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 over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion 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. Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 03/28/2008 CONTACT: Stacey Bednarski of Domino's Pizza, +1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> (DPZ)