



Domino's Asks: Does the Hut Have Pizza Envy?

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It's not the size that matters; it's what you pay for it

ANN ARBOR, Mich., April 15 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), now offering a \$4 pizza value bundle, responded today to a press release from a competitor that compared its higher \$5 pizza deal to Domino's lower-priced choice. The recognized world leader in pizza delivery had this to say:

We're surprised and delighted that our esteemed competitor has chosen to devote a press release to us. But we must ask - given that a corporation like Pizza Hut spent an entire press release dedicated to talking about size, it makes us wonder: do they have pizza - or pepperoni - envy?

"They seemed to spend a lot of time doing mathematical equations to try to convince customers that they've got the better deal with their 'engineered' product," said Tim McIntyre, Domino's vice president of communications. "Ultimately, we believe it's about the power of the pepperoni. Our 10-inch pizza has 25 percent more pepperoni than their Pizza Mia.* And, ours is still a dollar cheaper."

Domino's is currently offering the 444 Deal: three 10-inch, one topping pizzas for \$4 each.

* Domino's 10-inch pizzas have 25 pepperoni each, vs. Pizza Hut's Pizza Mia, with only 20 pepperoni.

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

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