



Domino's Delivers the Ultimate The Dark Knight Experience and \$10K a Day

June 30, 2008

The Delivery Experts Partner with Warner Bros. Pictures and DC Comics on the Release of the Highly Anticipated 'The Dark Knight' film

ANN ARBOR, Mich., June 30 /PRNewswire/ -- Beginning today, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, will deliver the ultimate The Dark Knight experience, including:

- The New Gotham City Pizza
- TDK \$10K Giveaway for 21 Days
- The Dark Knight Vault Interactive Experience

The New Gotham City Pizza

Now through July 27, customers can order Domino's new Gotham City Pizza -- a large, hand-tossed pizza, cloaked with 50 percent more pepperoni than a standard portion, for \$9.99 and delivered in a specially-designed Gotham City Pizza Box. The Gotham City-themed box puts a The Dark Knight twist on Domino's pizza boxes. Each of the four versions of the box highlights a different element of the Batman costume, including the mask, arm gauntlets, utility belt and chest emblem.

The Dark Knight Vault and the TDK \$10K Giveaway

For 21 days (July 7-July 27), customers will have a chance to have \$10,000 delivered to their door in a Gotham National Bank armored vehicle when they order the Gotham City Pizza. Domino's has gone to great lengths to ensure that customers will be able to receive their prize money immediately upon delivery. No purchase necessary to enter or win. Void in AK, HI and where prohibited. Promotion runs 12:01 a.m. ET 7/7/08 to 11:59:59 p.m. ET 7/27/08. To participate, you must be a legal resident of the 48 contiguous U.S. or D.C., and be 13 or older at the time of entry. For complete Official Rules and to play without purchase, visit www.dominos.com.

With any Domino's purchase, customers will also gain access to Domino's exclusive The Dark Knight Vault, an interactive online experience that features:

- The Dark Knight movie content
- Movie trailers and exclusive footage from the movie
- Cast interviews
- Exclusive downloadable wallpapers
- Exclusive preview of the soon to be released The Dark Knight Production Art & Script Book
- An instant win The Cards Tell the Tale game
- The Cards Tell the Tale game gives players the chance to take on The Joker and win a special limited edition The Dark Knight-themed Xbox 360(R) game system. No purchase necessary to enter or win. Void in AK, HI and where prohibited.

Promotion runs 12:01 a.m. ET 6/30/08 to 11:59:59 p.m. ET 7/27/08. To participate, you must be a legal resident of the 48 contiguous U.S. or D.C., and be 13 or older at the time of entry. For complete Official Rules and to play without purchase, visit www.dominos.com.

The Dark Knight will open in theatres and IMAX nationwide on July 18.

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 8,641 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. During the first quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$735 million domestically and approximately \$575 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. Domino's Pizza. You Got 30 Minutes(TM).

About The Dark Knight:

Opening on July 18, 2008, The Dark Knight reunites director Christopher Nolan and star Christian Bale, who reprises the role of Batman/Bruce Wayne.

In The Dark Knight, Batman sets out to destroy organized crime in Gotham City for good, with the help of Lieutenant Jim Gordon and District Attorney Harvey Dent. The triumvirate proves to be effective, but they soon find themselves prey to a rising criminal mastermind known as the Joker. The film also stars Michael Caine, Heath Ledger, Gary Oldman, Aaron Eckhart, Maggie Gyllenhaal, and Morgan Freeman. Warner Bros. Pictures presents, in association with Legendary Pictures, a Syncopy Production, a Christopher Nolan film, The Dark Knight. Nolan directed the film from a screenplay written by Jonathan Nolan and Christopher Nolan, story by Christopher Nolan & David S. Goyer. Charles Roven, Emma Thomas and Christopher Nolan are the producers, with Kevin De La Noy, Benjamin Melniker and Michael Uslan serving as executive producers. The Dark Knight is based upon characters appearing in comic books published by DC Comics. Batman was created by Bob Kane. The Dark Knight will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at www.dccomics.com.

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