Domino's Pizza Delivers its First $10K ... $190,000 is Still Up for Grabs for Customers Nationwide

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First Lucky Winner Walks into a Store for a Pizza and Comes Out $10,000 Richer

ANN ARBOR, Mich., July 10 /PRNewswire-FirstCall/ -- On July 8, Jason Nicodemus, a Port St. Lucie, Fla. resident, went to his local Domino's Pizza store to place a carry-out order. He walked out with a Gotham City(TM) Pizza and a check for $10,000, thanks to the ultimate The Dark Knight experience, delivered by Domino's Pizza (NYSE: DPZ).

(Photo: http://www.newscom.com/cgi-bin/prnh/20080710/CLTH062)

"I was shocked," said Nicodemus. "I couldn't believe that I had won $10,000 let alone the fact that Domino's had given me the check right on the spot. All I did was order Domino's new Gotham City Pizza. I originally was going to order the 2X Tuesday deal, but saw the sign for the Gotham City Pizza and decided to give it a try."

Every day for 21 days (July 7 - July 27), Domino's customers will have the chance to win $10,000 delivered to their door when they order the Gotham City(TM) Pizza. Now through July 27, customers can order Domino's new Gotham City(TM) Pizza-a large, hand-tossed pizza, cloaked with 1.5 times the amount of pepperoni than a standard order for $9.99 delivered in a specially-designed Gotham City(TM) Pizza Box. 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 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 book The Art of the Dark Knight

- An instant win "The Cards Tell the Tale" game

"The Cards Tell the Tale" game gives players the chance to take on the Joker to win a limited edition The Dark Knight-themed Xbox 360(R) game system. Through Domino's Dark Knight Vault, customers have the chance to win one of 110 out of 150 The Dark Knight-themed Xbox 360(R) game systems created for the film.

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).

SOURCE Domino's Pizza
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