



Domino's Pizza Delivers New Line of Oven Baked Sandwiches Nationwide

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Pizza Delivery Leader Takes on 'Sub-Par' Submarine Chains with Delicious New Menu Line

ANN ARBOR, Mich., Aug. 18 /PRNewswire/ -- In a historic expansion of its menu, Domino's Pizza (NYSE: DPZ) claims the title as the first major quick-service restaurant chain in the U.S. to deliver hot, oven baked sandwiches, with its national roll-out beginning today. Sandwich lovers nationwide can stop settling for cold or "toasted" sub-par sandwiches from other chains - and can start enjoying delicious sandwiches, fully-baked in mega-sized, real ovens at 450 degrees. And, Domino's delivery experts will deliver them directly to their customer's door any time, day or night.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080818/CLM052>)

Domino's new Oven Baked Sandwiches are priced at just \$4.99 and are available in four delicious varieties, all on artisan Italian bread and baked to a golden brown:

- Philly Cheese Steak: steak, American and provolone cheeses, with fresh onions, green peppers and mushrooms.
- Chicken Bacon Ranch: seasoned all-white meat chicken breast, bacon, creamy ranch dressing and provolone cheese.
- Chicken Parm: seasoned all-white meat chicken breast, tomato basil marinara, parmesan-asiago and provolone cheeses.
- Italian: slices of pepperoni, Genoa salami, ham, provolone cheese, banana peppers, fresh green peppers and onions.

"As of today, we are the largest sandwich delivery company in the nation," said Patrick Doyle, president of Domino's USA. "This launch springboards Domino's into the lunch business by providing a product that is high quality, priced right and aimed at convenience-minded people without a lot of time. Of course, sandwiches are also available any time our stores are open.

"Some of our sandwich competitors use units that look like microwaves or toaster ovens to try and warm a few of their subs. We have high-end ovens in our stores that cost \$30,000 and bake our sandwiches at 450 degrees. It gives us a huge quality advantage they can't match," Doyle added. "People fed up with brown-bagging or driving to pick up something cold, can save some time and gas by ordering a hot Domino's sandwich for delivery to their home or office."

Domino's new Oven Baked Sandwiches will be available in approximately 4,000 U.S. stores beginning today and will be available in all U.S. stores beginning Sept. 22.

Domino's Pizza will be marketing this new menu line aggressively in the next several weeks with advertising on many top-rated entertainment and sports programs, sampling opportunities throughout the country and a strong web-based presence, Doyle said.

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 8,671 franchised and Company-owned stores in the United States and 60 international markets. 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 second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. 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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