



## 'Best of 7' Series or Not, Philly Stakes a Winning Claim According to Domino's Pizza Tracker Poll

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### **Philly Cheese Steak voted favorite Oven Baked Sandwich in showdown hometowns**

ANN ARBOR, Mich., Oct 24, 2008 /PRNewswire via COMTEX News Network/ -- Philadelphia and Tampa Bay, baseball's hometowns to watch this week, may not agree on much, but they do when it comes to sandwiches. Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, today announces that the daily map on the newly-created poll.dominos.com shows that the Philly Cheese Steak is its most-ordered Oven Baked Sandwich and is typically number one in an average of 35 states, including Pennsylvania and Florida.

"We want to congratulate both the Phillies and the Rays for making it to baseball's biggest stage," says Tim McIntyre, Domino's vice president of corporate communications. "We were surprised and elated to discover that, despite what happens on the field, we have found common ground in our stomachs."

To help the team that comes out on top celebrate, the first 500 fans in the championship city who bring their ticket stub from any home game during the series get a free Philly Cheese Steak Oven Baked Sandwich from Domino's. Domino's will announce the participating local store once the official results come in.

Domino's will also show its support for Philly in helping to put its Oven Baked Sandwiches on the map. If the Rays are victorious, the company will offer to help Governor Ed Rendell settle his friendly wager with Florida Governor Charlie Crist and chip in with a delivery of its Philly Cheese Steak Oven Baked Sandwiches. If the Phillies win, Domino's will sweeten the deal with an offer to deliver congratulatory sandwiches to Governor Rendell.

Domino's Oven Baked Sandwiches. Baked at 450 degrees and delivered right to your door, for an irresistible price -- just \$4.99!

#### 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 locally-owned and operated franchised system, Domino's operates a network of 8,726 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 third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 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](http://www.dominos.com) or from a Web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the Web at [www.dominos.com](http://www.dominos.com). Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza

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