



Having Trouble Getting Cheap Flights? Domino's Pizza & Northwest Airlines Can Deliver For You!

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Customers Who Order New Oven-Baked Sandwich Online Entered Into 10-day, 10-winner Chance to Win NWA Flights

ANN ARBOR, Mich., Oct. 27 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) and Northwest Airlines are figuring there's no better time than now for a getaway.

Beginning today, online orders that include a new Domino's Oven-Baked Sandwich will give customers the chance to Fly Away with Domino's & Northwest Airlines, automatically entering them to win two roundtrip flights to anywhere in the U.S., North America and select other locales.

"We hope to make a few sandwich-eaters happy, and provide them a trip to get away and de-stress a bit," said Patrick Doyle, President of Domino's USA. "It's an ideal way to try what we believe are the best sandwiches around - and a chance at an affordable way to visit the relatives this holiday season - or just get away from it all."

During the 10-day promotion, Domino's will grant one winner per day, beginning Monday, Oct. 27 and going through Wednesday, Nov. 5. Customers wanting to order a sandwich online and enter to win can visit Dominos.com, which will also host details and additional entry information.

Top 10 Reasons You Should Enter to be one of the 10 winners in 10 days:

1. NWA can fly you to the continental U.S., Alaska, Canada, Mexico, Caribbean or Costa Rica.
2. Going to a place where poolside leisure is still an option - or the snowy slopes await.
3. Ordering Online at Dominos.com is a great experience.
4. Road trips are fun and all ... but flying is way better than driving.
5. Trip could be very useful to visit home with the holiday season approaching!
6. There is a "no news channels" rule when you're on vacation.
7. Letting us take you to a place you've yet to visit.
8. One word: Peanuts.
9. We got the cost of gas covered.
10. If nothing else, you get an awesome oven-baked sandwich out of the deal.

No purchase necessary. Void where prohibited. Open to legal US residents of 48 contiguous states & DC 13 & older. See Official Rules for complete details.

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 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 10/27/2008 CONTACT: Chris W. Brandon of Domino's Pizza, +1-734-930-3497 chris.brandon@dominos.com /Web site: <http://www.dominos.com> (DPZ)