



Domino's Pizza(R) Celebrates Series Championship With Philadelphia Giving Away Philly Cheese Steak Oven Baked Sandwiches to Fans

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First 500 customers to ask for a free Philly, get a free Philly Cheese Steak Sandwich at 716 South State Street store

PHILADELPHIA, Oct. 30 /PRNewswire/ -- Congratulations Phillies on the world championship! Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, today will be celebrating this momentous occasion with Philadelphia by giving away free Philly Cheese Steak Oven Baked Sandwiches to the first 500 fans to visit the Domino's store located at 716 South State Street in Philadelphia.

Customers who visit the store beginning at 11:00 a.m. should ask for a free Philly Cheese Steak Oven Baked Sandwich to receive the offer, good for one sandwich per customer.

"We want to congratulate the Phillies for achieving the title of baseball's world champion for the first time in 28 years," says Tim McIntyre, Domino's vice president of corporate communications. "We are thrilled to be able to celebrate with the City of Brotherly Love by making good on our sandwich offer."

Domino's recently announced that the daily map on poll.dominos.com has placed the Philly Cheese Steak as its most-ordered Oven Baked Sandwich and typically number one in an average of 35 states, including Pennsylvania and Florida. The company vowed to show its support for Philadelphia in helping to put its Oven Baked Sandwiches on the map with this special victory day giveaway.

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 10/30/2008 /CONTACT: Chantele Telegadas of Domino's Pizza, +1-734-930-3451 Chantele.telegadas@dominos.com /Web site: <http://www.dominos.com> (DPZ)