



Shop Online This Holiday Season ... at Domino's Pizza

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Consumers looking for practical gifts can now purchase Domino's gift cards in time for Cyber Monday and the holiday season

ANN ARBOR, Mich., Nov 25, 2008 /PRNewswire via COMTEX News Network/ -- "Cyber Monday" (Dec. 1) is one of the busiest days of the year for online retailers, and Domino's Pizza (NYSE: DPZ) is now getting a slice of the action! Consumers hungry for an easy and affordable gift this season can now visit dominos.com to treat family and friends to a Domino's gift card.

According to a recent survey by Deloitte, 59 percent of consumers plan to spend less on gifts than last year. Gift cards are expected to be at the top of most lists, at 66 percent, for the fifth straight year, with a shift towards practical items like gas and food.

"This holiday season, gift-giving is more about items people really need, rather than novelties," said Jenny Fouracre, spokesperson for Domino's Pizza. "Domino's gift cards make for an ideal gift that's easy to give and is full of value for the recipient."

Customers have the opportunity to order a Domino's gift card online, redeemable online, and have it delivered to loved ones with a personalized message. Gift cards require a minimum of \$5 and maximum of \$100 per card. In addition to purchasing gift cards at dominos.com, online shoppers can order a delicious meal online and track it with Pizza Tracker. This innovative ordering technology keeps customers up to speed on every step of their order from the moment it's prepared, to the time it leaves their local store.

"Pizza Tracker is great because online shoppers can make a couple extra clicks and have lunch or dinner delivered to their doorstep," said Fouracre. "This way, customers don't have to miss a beat of online holiday shopping."

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).

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<http://www.dominos.com>