



Domino's Says: Try the Sandwich That Beat Subway's 2-to-1 for Free!

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Domino's Pizza is giving away free Oven Baked Sandwiches to 1,000 consumers

ANN ARBOR, Mich., Jan. 6 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, recently beat sandwich industry leader, Subway, by an incredible 2-to-1 margin, in a national taste test. In honor of the victory, Domino's will be giving away free Oven Baked Sandwiches to the first 1,000 consumers to contact us, to encourage consumers throughout the country to take the challenge themselves. The first 1,000 consumers to send their name and address to pr@dominos.com will receive a gift card good for any one of the four Oven Baked Sandwiches: Philly Cheese Steak, Chicken Bacon Ranch, Italian or Chicken Parm.

"Our Oven Baked Sandwiches are tasty, hot sandwiches, not cold subs. They are made with high-quality ingredients and baked in a 450 degree oven, not heated up in a toaster or microwave oven," said Jenny Fouracre, spokesperson for Domino's Pizza. "Last year we challenged folks named Jared to try our sandwiches and had a great response. Now, we want everyone in America to take the challenge themselves so that they can experience our winning taste. We're so confident we'll win the sandwich is on us."

In addition to giving away 1,000 gift cards, Domino's would also like to invite the media to replicate the challenge between Domino's Oven Baked Sandwiches and Subway's subs. Domino's is so confident in their product that if Oven Baked Sandwiches lose, Domino's will refund the news outlet for each Oven Baked Sandwich purchased.

To locate a local Domino's store, please visit www.dominos.com.

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 01/06/2009 /CONTACT: Jenny Fouracre of Domino's Pizza, +1-734-930-3620 jenny.fouracre@dominos.com /Web site: <http://www.dominos.com> (DPZ)