



Domino's American Legends(TM) Pizzas Premiere

January 26, 2009

New Specialty Pizzas With 40% More Cheese Launch in Time for Super Bowl

ANN ARBOR, Mich., Jan. 26 /PRNewswire/ -- As America prepares to tune in to the game where iconic legends are made, iconic brand Domino's Pizza launches Domino's American Legends(TM), a line of six flag-waving specialty pizzas featuring 40 percent more cheese than a regular pizza, cheesy crusts and delicious combinations of premium toppings. The world leader in pizza delivery (NYSE: DPZ) has been very aggressive in the new product launch arena over the past few months, introducing Domino's American Legends on the heels of its Oven Baked Sandwich line, which beat Subway 2 - 1 in an independent national taste test.

"These pizzas are so amazingly delicious we knew we had to rush to get them out in time for the big game," said Russell Weiner, Domino's Chief Marketing Officer. "Since Super Bowl Sunday is one of our busiest days of the year, it gives more Americans a chance to try pizzas we think rival the best in the business. We use six legendary cheeses brought to you by America's dairy farmers; then we give you 40 percent more. I plan to watch the game with a Memphis BBQ Chicken on my right, and a Philly Cheese Steak on my left ... a slice for each touchdown!"

Inspired by the unique tastes to be found throughout the country, Domino's American Legends pizzas are available in six varieties at \$12.99 for a large or \$10.99 for a medium:

- Honolulu Hawaiian -- Sliced ham, smoked bacon, juicy pineapple, and roasted red peppers with provolone and mozzarella cheeses on a cheesy parmesan crust. Customers can make this pizza "fiery" by adding Tabasco(R) brand Pepper Sauce and jalapenos.
- Cali Chicken Bacon Ranch(TM) -- Chicken breast, white sauce, smoked bacon, tomatoes and parsley with provolone cheese and mozzarella cheeses on a cheesy provolone crust.
- Pacific Veggie -- Roasted red peppers, spinach, onions, mushrooms, tomatoes and black olives, with feta, mozzarella and provolone cheeses on a cheesy parmesan crust.
- Memphis BBQ Chicken -- Chicken breast, barbeque sauce, onions, and parsley with provolone, mozzarella and cheddar cheeses on a cheesy cheddar crust.
- Buffalo Chicken -- Chicken breast, Buffalo hot sauce, onions and parsley with provolone and American cheeses on a cheesy cheddar crust.
- Philly Cheese Steak -- Steak, onions, green peppers and mushrooms with provolone and American cheeses on a cheesy provolone crust.

Super Bowl Sales Expected to Top 1.1 Million Pizzas

Meanwhile, Domino's 5,000 pizza stores across the country are gearing up for another busy day this Sunday, as Arizona and Pittsburgh square off in the biggest game of the season. Domino's expects to deliver more than 1.1 million pizzas on Super Bowl Sunday, a 44 percent increase over a typical Sunday.

"This is a day everyone at Domino's Pizza circles on the calendar," said Domino's USA President, Patrick Doyle. "Super Bowl Sunday has become more than just an American 'activity' -- it's become a true holiday where Americans celebrate by eating a lot of pizza, and we like that! Our stores prepare for the game weeks in advance, because, unlike other days where we might sell a million pizzas, the orders come in a very compressed period of time on Super Bowl Sunday. The phones start to ring about 30 minutes before kick-off and they continue at a frantic pace through half-time."

Domino's American Legends are available at all continental U.S. stores starting this week, and the company plans to launch a large-scale multi-media campaign beginning Feb. 9 from creative agency Crispin Porter + Bogusky, with promotional support from America's dairy farmers in cooperation with Dairy Management Inc.

(Note regarding Domino's taste test win over Subway's equivalent sandwiches: Taste preference based on a national taste test by an independent research company of Domino's Oven Baked Sandwich varieties -- Philly Cheese Steak, Chicken Bacon Ranch and Italian versions -- versus comparable Subway Fresh Toasted Sandwich varieties: Steak & Cheese, Chicken & Bacon Ranch and Italian BMT.)

(Note: Cheesy crust not available on Domino's American Legends thin crust; 40% more cheese on average, compared to standard hand tossed pizza.)

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.dominosbiz.com . Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 01/26/2009 /NOTE TO EDITORS: Media: High resolution logos, photographs and b-roll clips are available at <http://media.dominos.com> /CONTACT: Tim McIntyre of Domino's Pizza, +1-734-930-3563 tim.mcintyre@dominos.com /Web site: <http://www.dominos.com> <http://www.dominosbiz.com> (DPZ)