



Domino's 'Secretary of Taste' Highly Visible on Presidents' Day

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New Advertising Character Part of Network "Roadblock" Buy to Promote New Pizzas

ANN ARBOR, Mich., Feb. 16 /PRNewswire/ -- Capitalizing on the patriotic tastes to be found on Domino's American Legends(TM) pizzas and its new advertising spokesman, the fictional politician, "Secretary of Taste," Domino's Pizza (NYSE: DPZ) is buying an advertising "roadblock" during the highly-rated primetime network shows on Presidents' Day.

Domino's 30-second spot featuring its faux politician, "The Secretary of Taste," will appear at roughly the same time on three networks during the 9 p.m. hour: during ABC's "The Bachelor," Fox's "24" and NBC's "Heroes." This "roadblock," a media technique used successfully by politicians to guarantee their message is heard loud and clear, was used by President Obama during his campaign for President.

"We love the fact that our politician - 'The Secretary of Taste' - will speak to America on Presidents' Day via a media tactic used by Presidents past and present," said Domino's Chief Marketing Officer Russell Weiner. "This 'roadblock' will also expose our new product platform to a full quarter of American TV watchers simultaneously. We thank President Obama for the idea."

At a time when Americans are forced to cut back on almost everything, the "Secretary of Taste" is proud to endorse Domino's American Legends(TM) as the centerpiece of his taste stimulus package, offering 40 percent more cheese than a Domino's regular hand-tossed pizza, cheesy crusts and delicious combinations of premium toppings.

Inspired by the unique tastes to be found throughout the country, Domino's American Legends(TM) 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.