



Domino's Pizza CEO Delivers Super Big Taste Bailout to Lucky Winners

March 17, 2009

Dave Brandon featured in new campaign for Domino's Pizza Big Taste Bailout

ANN ARBOR, Mich., March 17 /PRNewswire-FirstCall/ -- Dave Brandon, CEO of Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is taking to the streets for the launch of the "Domino's Big Taste Bailout" promotion. The TV commercials will premier today during Fox's American Idol and will air on most major networks and cable stations starting today.

Filmed on location in Washington, D.C., New York and New Jersey, the TV and on-line spots feature Brandon guiding us from Capitol Hill via Wall Street to Main Street, with an offer to deliver three or more medium, one topping pizzas or oven baked sandwiches for just \$5 each to American consumers.

"We know times are hard, it's a reality we are all facing," says Brandon. "But I didn't go to Washington to ask for a bailout. Instead, we are giving one. I'm proud to be able to offer our consumers a promotion with such a great deal on pizza. By adding our oven baked sandwiches to the mix we are further increasing the number of taste varieties to the offering."

In an on-line continuation of the promotion, Domino's is launching the Super Big Taste Bailout. Here, consumers are encouraged to nominate a friend in need of a bailout. Two winners, as well as their nominating friends, will receive a year's worth of Domino's Pizza products with the prize delivered directly to their door by Dave Brandon himself.

Leading up to the delivery, a countdown can be viewed on Dominos.com indicating when the delivery will take place. On the day of the first delivery, the site will change to show Brandon's location as he arrives at the winner's house. Once the delivery has been made, the countdown for the next recipient of the Super Big Taste Bailout will begin.

In addition to the grand prizes, lucky consumers also have the opportunity to win a Big Taste Bailout meal throughout the promotion.

In his 21-year history as a corporate CEO, and 10 years as Domino's chief, this is only the second time Brandon has agreed to be featured in ads from agency Crispin Porter + Bogusky. "I don't intend to be part of every campaign we launch moving forward, but the message behind this promotion is something that I felt was important. I'm looking forward to delivering a year's worth of Domino's Pizza to the lucky winners of the sweepstakes," Brandon says.

Legal Disclaimer:

No purchase necessary. A purchase will not increase your chances of winning. Legal residents of the 50 United States and the District of Columbia 18 years and older are eligible. Void where prohibited. Sweepstakes ends 4/19/09. For Official Rules, prize descriptions and odds disclosure, visit www.dominos.com. Sponsor: Domino's Pizza, LLC, 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

Media: High resolution logos, photographs and b-roll clips, as well as the new 15 second ad, are available at <http://media.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 8,773 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 \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion 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.

SOURCE Domino's Pizza

03/17/2009

CONTACT: Tim McIntyre of Domino's Pizza, +1-734-930-3563

tim.mcintyre@dominos.com

/Web Site: <http://www.dominos.com>

(DPZ)