



Domino's Pizza(R) Cleans American Streets With GreenGraffiti(R)

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Consumers who find the environmentally-friendly ads could win a free pizza

ANN ARBOR, Mich., July 9 /PRNewswire/ -- Domino's Pizza(R) is launching an environmentally-friendly and potentially controversial marketing campaign with a unique twist to promote its Domino's American Legends specialty pizzas. In an overnight secret mission, 220 Domino's Pizza logos have been strategically "blasted" onto sidewalks in three legendary American cities (Los Angeles, Philadelphia and New York City) with the help of a high-pressure water sprayer.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090709/DE44186>)

Starting today, the first 250 people to email pr@dominos.com and submit a photo of them with a GreenGraffiti sidewalk Domino's logo will receive a \$15 Domino's gift card, good for a Domino's American Legends pizza.

"This is different because GreenGraffiti cleans part of the sidewalk and leaves ads behind," said Tim McIntyre, spokesperson for Domino's Pizza. "At first glance, it appears that something's been painted onto the sidewalks. In reality, we're just removing dirt and leaving ads behind. Domino's is one of the first companies to use GreenGraffiti in the U.S. and has added the unique twist of an old-fashioned scavenger hunt for our consumers to have a little fun."

"We are thrilled to be working with Domino's on this campaign," said Mike Jansen, spokesperson for GreenGraffiti. "To see a company like Domino's utilize a green marketing tool like ours is incredible, and I give them credit for being trailblazers in their industry."

Individuals with qualifying photos can submit their photos and mailing addresses to pr@dominos.com for a chance to win. Domino's will post contest winners' photos on www.flickr.com.

No purchase required to enter or win. Submitting a photo to pr@dominos.com gives Domino's the rights and permission to use photos for internal/external purposes. Contest is open to legal U.S. residents age 13 or older. Void where prohibited. The contest begins on July 9, 2009 at 12:01 p.m. Eastern Time and will end on the earlier of July 17, 2009 at 11:59 p.m. Eastern Time or the time when 250 winners are confirmed. Each winner will receive their \$15 Domino's Pizza gift card in the mail.

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.

About Green Graffiti(R)

GreenGraffiti(R) was first introduced by Hemshaven and was used to support an outdoor advertising campaign for Telfort in 2006. Since February 2008, GreenGraffiti(R) has been established as a standalone business. GreenGraffiti(R) is run by a group of people dedicated to providing solutions to today's problems with the goal of creating a better world for tomorrow. Visit www.greengraffiti.com for more information.

SOURCE Domino's Pizza CONTACT: Katie Connor, Domino's , +1-734-930-3274, katie.connor@dominos.com /Photo: <http://www.newscom.com/cgi-bin/prnh/20090709/DE44186> <http://photoarchive.ap.org> AP PhotoExpress Network: PRN9 PRN Photo Desk, photodesk@prnewswire.com /Web Site: <http://www.dominos.com> / (DPZ)