



Domino's Pizza Offers Five Classic Combinations of Pasta with a Unique Twist

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Dip It, Rip It, Share It or Tear It...There is No Wrong Way to Eat Domino's BreadBowl Pasta(TM)

ANN ARBOR, Mich., April 23 /PRNewswire-FirstCall/ -- Craving delicious pasta without the expensive price tag? You're in luck! Domino's Pizza, the recognized world leader in pizza delivery (NYSE: DPZ), has a new line of pastas that gives you more for your money - including a handmade, oven baked bowl, delivered right to your door!

To help launch this unique new product in an innovative way, Domino's is teaming up with House Party, a company that specializes in arranging parties in homes nationwide. On May 2, in 1,000 homes across the country, approximately 16,000 people will be treated to a sample of Domino's BreadBowl Pasta.

"This is pasta like you've never seen before and can't find anywhere else," said Domino's Chief Marketing Officer Russell Weiner. "The pasta scored extraordinarily well in our product tests. Consumers were amazed by the idea of the warm bread bowl and the pasta being baked simultaneously.

"We're also excited by our partnership with House Party," Weiner continued. "They had a record number of people vying to be Domino's party hosts. This is a terrific way for us to sample to thousands of people across the country in a single night."

Currently available throughout the Domino's Pizza U.S. system, Domino's BreadBowl Pasta is a lightly seasoned bread bowl baked up around the pasta. It is perfect for dipping, ripping, sharing and tearing! Domino's BreadBowl Pasta, starting at \$5.99, is available in five classic combinations, including:

-- Three Cheese Mac-N-Cheese - A blend of two cheddars and mozzarella tossed with penne pasta and baked to a creamy perfection. -- Italian Sausage Marinara - Penne pasta tossed with a meaty Italian sausage smothered in zesty marinara sauce and topped with provolone cheese. -- Chicken Alfredo - Tender cuts of 100% all white meat chicken and penne pasta baked with creamy Alfredo sauce. -- Chicken Carbonara - Tender cuts of 100% all white meat chicken, bacon, onions and mushrooms mixed with penne pasta and baked with creamy Alfredo sauce. -- Pasta Primavera - Baby spinach, diced tomatoes, mushrooms and onions mixed with penne pasta and baked with creamy Alfredo sauce. -- Build Your Own Pasta - Make it your way.

"In addition to House Party, Domino's Pizza will be marketing this new menu line aggressively in the next several weeks with advertising on many top-rated entertainment and sports programs, sampling opportunities throughout the country and a strong web-based presence," Weiner said. "For a limited time, customers who order online at Dominos.com will save a dollar on their bread bowl pasta order."

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

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