



Domino's Introduces Chocolate Lava Crunch Cakes...For Free

August 3, 2009

--Lucky customers with August birthdays get one FREE Chocolate Lava Crunch Cake

ANN ARBOR, Mich., Aug 03, 2009 /PRNewswire via COMTEX/ -- Domino's Pizza((R)) (NYSE: DPZ), the recognized world leader in pizza delivery, introduces new Chocolate Lava Crunch Cakes, oven-baked chocolate cakes, crunchy on the outside, with a warm flowing chocolate fudge inside. Inspired by a combination of chocolate and textures, Chocolate Lava Crunch Cakes are sure to satisfy that chocolate craving at \$3.99 for an order of two.

As Domino's launches an affordable luxury that is "sweeter" than ever, customers will receive a FREE Chocolate Lava Crunch Cake when purchasing an order of Domino's BreadBowl Pasta at menu price until September 13. 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.

But that's not all! Domino's celebrates August birthdays across America with FREE dessert. What better way to celebrate a birthday than with cake? From August 3 - August 31, anyone with an August birthday can stop by their local Domino's to receive one FREE Lava Crunch Cake on their birthday! Proof of date required, identification can include drivers license or birth certificate. Minors without driver's license need to be accompanied by an adult.

In honor of the August birthday celebration month, Domino's kicks-off the festivities in Washington D.C. for the President's birthday. On August 4, consumers can stop by any Domino's location in Washington D.C. from 11 a.m. to 9 p.m. and say "Happy Birthday" to the President to receive one FREE Chocolate Lava Crunch Cake. Offer valid while supplies last, one per customer, carryout only.

To contact a local Domino's store or order online, please visit www.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. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI). 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

<http://www.dominos.com>