



Domino's Brings the Lava to Mount St. Helens in an Extreme Delivery

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Helicopter Delivers Chocolate Lava Crunch Cakes to Remote Mountain Site

ANN ARBOR, Mich., Aug. 12 /PRNewswire/ -- In honor of Domino's new Chocolate Lava Crunch Cakes, Domino's wanted to bring the lava, chocolate lava that is, to one of America's famous volcanoes, Mount St. Helens. With no Domino's locations in the area to deliver, Domino's decided to go extreme by hiring a local helicopter to bring in over 1,000 Chocolate Lava Crunch Cakes to tourists as they enjoyed breathtaking views of Mount St. Helens.

"Chocolate Lava Crunch Cakes are unique and unexpected, so we wanted to do something extreme and unexpected for this appealing new product," said Jenny Fouracre, Domino's spokesperson. "With people naturally thinking about hot lava at Mount St. Helens, we thought we'd bring the lava to them. Since the nearest Domino's location takes almost two hours to drive to, we decided to make this extreme by flying in a helicopter to let the volcano explode...with flavors of rich chocolate fudge!"

Domino's new Chocolate Lava Crunch Cakes, oven-baked chocolate cakes, crunchy on the outside, with warm flowing chocolate fudge inside were inspired by a combination of chocolate and textures. As Domino's newest permanent addition to the menu, Chocolate Lava Crunch Cakes are sure to satisfy that chocolate craving.

Followers of Domino's Pizza on Facebook and Twitter got early clues that this unique event was going to happen. The event was reported on throughout the day on Twitter by a Domino's Pizza delivery expert in the helicopter.

For a Domino's location near you, please visit www.dominos.com.

About Domino's Pizza

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 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

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