



## Trick-or-Treat: You Are What You Eat at Domino's Pizza(R)

October 20, 2009

### Domino's Pizza designs great, last-minute costume idea for one of its busiest nights

ANN ARBOR, Mich., Oct. 20 /PRNewswire-FirstCall/ -- Trick-or-treat, give me something good to eat - like Domino's pizza! As dinnertime arrives on Oct. 31, families around the nation will order enough pizza to make it one of the busiest days of the year for Domino's who will deliver more than 1 million pizzas to trick-or-treating households across the United States. Not only will Domino's deliver pizza right to your door, they have designed an inexpensive idea for a homemade Halloween costume - a slice of pizza!

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091020/DE95433>)

If you are looking for an original Halloween costume, the Domino's pizza slice is an easy, affordable and creative option for you. Those ready to trick-or-treat, can go to [http://bit.ly/dominos\\_halloween](http://bit.ly/dominos_halloween)

for step-by-step instructions on how to make a perfect Domino's pizza slice costume. We will even send you a Domino's Pizza logo to put on your pizza slice if you send an email to [pr@dominos.com](mailto:pr@dominos.com). Make sure to upload photos of your pizza slice costumes on our Facebook page - we look forward to seeing all the creative costumes.

"Ordering dinner from Domino's Pizza gives families and trick-or-treaters one less thing to worry about on Halloween," said Jenny Fouracre, spokeswoman for Domino's Pizza. "Domino's will take care of delivering dinner while everyone puts last minute touches on their pizza slice costume before heading out to trick-or-treat."

Traditionally, Halloween ranks as one of the top five busiest days for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Thanksgiving Eve, New Year's Eve and New Year's Day.

To locate a local Domino's store or place an order online, please visit [www.dominos.com](http://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 8,873 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).

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

Order - [www.dominos.com](http://www.dominos.com)

Mobile - [mobile.dominos.com](http://mobile.dominos.com)

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

SOURCE Domino's Pizza

Chantele Telegadas of Domino's Pizza, +1-734-930-3451, [chantele.telegadas@dominos.com](mailto:chantele.telegadas@dominos.com)