



You've Got A Domino's Pizza In Your Game Box!

October 26, 2009

For the next month pizza boxes are mini versions of three Hasbro family game favorites

ANN ARBOR, Mich., Oct. 26 /PRNewswire/ -- *Domino's Pizza®*, (NYSE: DPZ), the recognized world leader in pizza delivery, has teamed up with *Hasbro* to bring families across America back together for *Hasbro's Family Game Night®*. As a fun surprise to customers, the majority of Domino's medium pizza boxes through the holiday season will include mini versions of three Hasbro family favorites; *Connect 4®*, *Cranium®*, and *Pictureka®*. Game instructions are included on the back spine of the box so that friends and families can easily play the games together as they enjoy their Domino's pizza.

"Normally you wouldn't give the box in which your pizza came much thought, but now your pizza box can be the center of a fun game night party," said Jenny Fouracre, Domino's Pizza spokesperson. "This is the first time we've done something like this with our pizza boxes and we hope our customers enjoy this new and affordable way to have an evening of games with family and friends."

In addition to the Hasbro Game topped pizza boxes, Domino's and Hasbro's collaboration includes multiple layers:

- Customers placing an online order at www.dominos.com beginning Oct. 26 have the option of receiving up to \$30 in money-saving coupons from Hasbro just in time for the holiday season.
- Domino's version of *Connect-4* will be featured as an online game on Domino's popular *Pizza Tracker*, an innovative system that allows customers who order online to track each step of their order.
- Select Hasbro games will feature Domino's coupons good for a free medium, one-topping Domino's pizza when the customer orders online.

"We are thrilled to team up with Domino's to provide families with everything they need for Family Game Night," said Kathleen Seguin, Director of Global Consumer Promotions for Hasbro. "Ordering a pizza and playing a game is a great way for families to turn off the outside world and reconnect with each other."

Something for everyone when you Mix and Match!

Since consumers love value and choice, Domino's popular "Mix and Match" deal allows Domino's to deliver both. Customers can choose any combination of three or more medium one-topping pizzas, Oven Baked Sandwiches, or BreadBowl Pastas for \$5.55 each.

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 8,886 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. During the third quarter of 2009, the Domino's Pizza® brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million 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).

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About Hasbro

Hasbro, Inc. is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven,

consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2008 Hasbro, Inc. All Rights Reserved.

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SOURCE Domino's Pizza, Inc.

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