



Domino's to Deliver More Than 19.1 Million Slices of Pizza Nationwide on New Year's Holidays

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Domino's enters 2010 blending traditional advertising and social media to launch new pizza

ANN ARBOR, Mich., Dec 28, 2009 /PRNewswire-FirstCall via COMTEX/ -- As the entire country counts down to midnight, Domino's Pizza (NYSE: DPZ) will count the number of pizzas, sandwiches and pastas going out the door -- as they help many people ring in 2010 during one of the busiest nights of the year for the company.

New Year's Eve and New Year's Day rank among the top five busiest days for Domino's Pizza delivery in the United States. This year, Domino's expects to sell approximately 19.1 million pizza slices in the United States alone (2.3 million pizzas). To prepare for the rush and make sure their "inspired new pizza" makes its way to plenty of celebrating homes throughout the country, Domino's stores across the country are stocking up on ingredients and increasing staff to ensure the needs of every customer.

"These are dates we circle on our calendar as two of the top five busiest pizza days we prepare for every year," said Chris Brandon, Domino's Pizza spokesperson. "These holidays are all about partying, enjoying family gatherings, watching college football bowl games -- and enjoying Domino's Pizza!"

New Advertising Breaks Today

Domino's surprised millions of people across the country last week by announcing that they reinvented their pizza from the crust up. Today, Domino's launches its first ad campaign to promote the new pie. The commercials share the true story of how Domino's employees faced the critics, embraced the naysayers, listened to the focus groups and used it all as motivation to create a new, better pizza.

In addition to its commercials, Domino's is utilizing social media to promote the new pizza. Domino's launched a new web section at www.dominos.com called 'Oh Yes We Did', which includes a documentary video showing consumers what prompted Domino's to make such a radical change. The site includes live feeds from Twitter and Facebook, sharing what consumers think of the new pizza. Domino's will be promoting that documentary with a special ad on the home page of YouTube today.

"Our inspired new pizza was driven so heavily by listening to our customers through social media, having that component be a part of our online marketing campaign seemed like a no-brainer," Brandon added. "Our 'Oh Yes We Did' website not only shows consumers that we have indeed been hearing what they have to say -- but it also shows them how we have done so."

As of today, Domino's new pizza is in all U.S. stores and Domino's Pizza stores across the country are open for business on New Year's Day - Friday, January 1, 2010.

To order online or locate a local store, please visit www.dominos.com.

Media: High resolution logos, photographs and b-roll clips are available at <http://media.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 8,886 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. During the third quarter of 2009, the Domino's Pizza(R) 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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