Domino's Pizza Presents the Pizza 'Holdouts'

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New documentary-style ads spotlight few who haven't tried the new pizza

ANN ARBOR, Mich., April 5, 2010 /PRNewswire via COMTEX/ --Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is launching the next chapter of advertising its "inspired" new hand-tossed pizza. Following the breakthrough Oh Yes We Did campaign - where actual Domino's Pizza employees faced consumer criticism head-on in reinventing the company's core hand-tossed recipe - the new campaign takes America on a journey to find the last pizza "holdouts."

The "holdouts" featured in the commercials are some of the shrinking group of consumers who have yet to try the pizza that everyone is talking about.

"We listened to our consumers, we gave them a great new pizza, and we supported that with a groundbreaking advertising campaign that's captivated America," said Russell Weiner, chief marketing officer at Domino's Pizza. "When you have almost every major media outlet buzzing about such a bold change, it gets pretty tough to find someone who hasn't tried the new pizza - but we've found some of the last few people in America who haven't, and convinced them to join the rest of us and try it."

The *Oh Yes We Did* campaign has garnered massive media attention due to its unique, refreshing honesty. It has been featured on more than 400 local TV affiliates nationwide, and attracted more than 700,000 viewers to the full documentary at PizzaTurnaround.com. The campaign also has attracted more than 80,000 fans to Domino's Facebook page.

Following the same line of transparency, the new documentary-style TV campaign presents two real people in their hometowns who have been "holding out," inviting them to taste and give their honest opinion of the new pizza on camera.

The new campaign launches on TV and online April 5. Consumers can learn more about who pizza holdouts are and how to help Domino's Pizza find them at PizzaHoldouts.com. The website will also host a full-length version of the documentary.

"We are continuing the incredible offer of two medium, two topping pizzas for only $5.99 each," Weiner said. "We are serious about wanting the holdouts to try it. They won't be disappointed!"

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 franchised and Company-owned stores in the United States and over 60 international markets, and in March 2010 celebrated the opening of its 9000th store worldwide. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over $5.6 billion in 2009, comprised of nearly $3.1 billion domestically and over $2.5 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). Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and recently debuted its 'Inspired New Pizza' - a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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