



Domino's Pizza Continuing Transparency... This Time, Through Photography

July 5, 2010

Domino's nixes the pizza props and topping tweezers for real food photography

ANN ARBOR, Mich., July 5, 2010 /PRNewswire via COMTEX/ --

Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, is continuing its honest, transparent way of communicating with customers by walking down a new avenue of authenticity: food photography.

In an effort to display Domino's Inspired Pizza as authentically as possible, all Domino's national advertising pieces will feature food photography without the fancy food artistry or fake food touch-ups.

Whether it be a commercial on TV or an advertisement in the local paper, the landmark advertising approach promises that all product shots of the Inspired Pizza have been untouched by stylists or model makers typically found on food photography shoots.

"How many times have you wondered why the products you buy don't look as good in person as they do in TV ads?" said Russell Weiner, Domino's Pizza chief marketing officer. "That's because most of the time companies use artificial techniques to make their products look better than they do when served to you in person. At Domino's, we're proud of the way our pizza looks - and tastes - right out of the oven."

The new approach to food photography follows the same line of transparency that began in late 2009 with the launch of the company's "Pizza Turnaround" advertising campaign - sparking critical acclaim from media, and overwhelmingly positive consumer response to the pizza itself. The campaigns following the launch of the pizza have, in one way or another, been featured in almost every major media outlet, as well as more than 1,000 local TV affiliates.

"It's a natural progression for us now to take this step," Weiner continued. "If we're going to be real and honest about the taste of the product, we want to be as authentic as possible about how it looks. And there's nothing more mouthwatering than a Domino's pizza straight out of the oven."

Also part of the latest chapter in transparency is Domino's launch of an online component called *Show Us Your Pizza*, inviting consumers to submit their best natural Domino's food photography to earn one of four prizes of \$500.

Customers can visit ShowUsYourPizza.com to learn about Domino's Pizza's "photo promise," which prohibits any artificial manipulation of the product during shooting, among other rules. The best amateur food photographers who adhere to the photo promise might also have their shots featured in future Domino's advertisements.

OPEN TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (AND THE DISTRICT OF COLUMBIA), 18 YEARS AND OLDER WHO DID NOT PURCHASE ANY EQUIPMENT FOR PURPOSES OF ENTERING THE CONTEST. VOID IN AK, HI AND WHERE PROHIBITED. Enter Contest 6/28/10 through 7/26/10; judging to occur 7/27/10 through 8/15/10. For Official Rules and prize descriptions, visit <http://www.showusyourpizza.com>. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI, 48106.

We would love to hear what you think via Twitter or Facebook; and if you have any additional feedback, feel free to email us at PR@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 9,036 franchised and Company-owned stores in the United States and over 60 international markets. 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. During the first quarter of 2010, the Domino's Pizza(R) brand had global retail sales of over \$1.4 billion, comprised of nearly \$823 million domestically and over \$644 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which they previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 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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