



## Cheeseheads Unite! Domino's Introduces The Wisconsin 6 Cheese To American Legends Specialty Pizza Menu

October 13, 2010

**Latest unique advertising helps 'debunk the myth' about where Domino's Pizza cheese comes from**

ANN ARBOR, Mich., Oct 13, 2010 /PRNewswire via COMTEX/ --

**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is introducing a brand new pizza to its American Legends(R) specialty pizza line that will make cheese lovers rejoice and "cheeseheads" very proud! This is the first new product Domino's has introduced in 2010 - the last being the launch of its 'Inspired' pizza and change to its core hand-tossed recipe, which took place last December.

*The Wisconsin 6 Cheese* is the first extension to the American Legends specialty pizza line, which showcases iconic tastes from across the country, and will feature cheeses from a place recognized by consumers for its expertise in all things cheese. Topped with robust tomato sauce and six flavorful cheeses including mozzarella, feta, provolone, cheddar, parmesan and asiago on a crust sprinkled with oregano - the quality and flavor of this pizza is as fulfilling as it sounds.

"*The Wisconsin 6 Cheese* is the perfect addition to our line of American Legends specialty pizzas," said Russell Weiner, chief marketing officer of Domino's Pizza. "We continue to develop inspired, quality, great-tasting product choices - and we are especially excited for the commercial to begin so all can see our latest 'Oh Yes We Did' moment."

The distinctive national advertising campaign, which begins on Oct. 13, illustrates how the process of quality starts well before the pizza store, and shows consumers the true source of the 100 percent real cheeses used on all Domino's Pizza products.

Shot on location in Blanchardville, Wis., the campaign demonstrates that there is only one place that quality Domino's Pizza cheeses truly come from - America's dairy farms. Real consumers thinking they are attending a focus group are shocked when the "office building" walls collapse, revealing they are actually in the middle of a dairy farm - proving the point that 100 percent real cheese from America's dairies is a critical component to Domino's Pizza quality.

The partnership between Domino's and Dairy Management, Inc. (DMI) was a critical factor in the development and rollout of *The Wisconsin 6 Cheese*.

"America's dairy farmers are proud of our partnership with Domino's Pizza, and are excited to support the newest addition to the American Legends line of specialty pizzas. We are thrilled that Domino's continues to innovate in a category that is vital to the success of dairy farmers," said Tom Gallagher, CEO of Dairy Management, Inc.

Domino's will also launch an interactive site called "Behind the Pizza," which will take consumers on an interactive journey with 10 Domino's ingredients. Consumers can see real farms, discover real stories and earn points by playing mini-games, viewing photos or watching a short story of how each ingredient lands on their pizza. Updates and information can be found at [www.dominos.com](http://www.dominos.com).

*We would love to hear what you think of The Wisconsin 6 Cheese Pizza via Twitter or Facebook; and if you have any additional feedback or want to try the pizza, feel free to email us at [PR@dominos.com](mailto: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 9,097 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 second quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of approximately \$755 million domestically and over \$645 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 it 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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