



Domino's Fan Favorite Pizza Tracker Now Makes Some Noise

October 18, 2010

Online ordering experience at Domino's Pizza continues to improve and impress with new vocal version of Pizza Tracker

ANN ARBOR, Mich., Oct 18, 2010 /PRNewswire via COMTEX/ --

Domino's Pizza, Inc. (NYSE: DPZ), **the recognized world leader in pizza delivery**, has given its revolutionary Pizza Tracker tool an auditory upgrade! Beginning today, customers who order online from Domino's will not only see, but *hear* their order being made - thanks to the introduction of a brand new feature.

The upgrade also allows users to customize their order tracking experience. After an order is placed at www.dominos.com, customers can choose from six themes - each one giving the Pizza Tracker interface a distinct look and voice.

Depending on the theme, Pizza Tracker might sing, cheer or even sweet talk the status of customers' orders from the moment it is prepared to the second it is out the door or ready for pickup.

"We're continuing to add to the convenience of Domino's online ordering and Pizza Tracker, now allowing customers to leave their computers and still follow the ordering process - as long as their speakers are turned up, of course," said Chris Brandon, Domino's Pizza spokesperson. "Adding this element is our way of making sure we are creating the most convenient and innovative ordering experience possible."

Domino's is rewarding lucky customers who tune in to Pizza Tracker this week through the "Track and Win" sweepstakes. Domino's will give away one iPod shuffle per day and one \$15 iTunes gift card per hour to customers who place their order online from Oct. 18 through Oct. 25.

Pizza Tracker has been a popular feature of Domino's online ordering system since it launched in 2008. Domino's celebrated surpassing \$1 billion in online sales in February 2010.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (D.C.) 13 YEARS AND OLDER. VOID IN AK, HI AND WHERE PROHIBITED. Sweepstakes ends 10/25/10. For Official Rules, free method of entry, prize descriptions and odds disclosure, visit www.dominos.com. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

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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