



'Under-Cheesers' BEWARE! Domino's Pizza Launches New Stuffed Cheesy Bread Line

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New line stops the skimpy cheesing trend, offers America the cheese it deserves

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Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, vows to stop the trend and put an end to the days of skimpy cheesing, today launching a new line of Stuffed Cheesy Bread that stands boldly above the rest of the cheesy bread world.

(Photo: <http://photos.prnewswire.com/prnh/20111121/DE10670>)

America deserves more cheese, and with the help of a newly innovated product line, Domino's is delivering. Each of the three Stuffed Cheesy Bread varieties debuting today is stuffed inside and out with the same amount of cheese as a Domino's medium cheese pizza. The brand new, permanent menu item is available in three flavors: Bacon & Jalapeno, Spinach & Feta and Cheese only - each including delicious mozzarella and shredded cheddar.

"In continuing to respond to what consumers want from us, we had an opportunity to show the rest how cheesy bread is really done," said Patrick Doyle, Domino's Pizza president and chief executive officer. "We continue to be committed to innovate, improve and grow our menu - Stuffed Cheesy Bread is simply our next step."

A national TV campaign beginning next week follows Domino's chefs Brandon Solano and Tate Dillow as they realize "under-cheesing" has taken over the cheesy bread scene - and Domino's wants to boldly put a stop to it.

"Domino's is committed to making our entire menu, beyond just our pizza, something special for consumers," said Russell Weiner, Domino's Pizza chief marketing officer. "The new campaign shows that we're drawing inspiration from our competitors - helping us do consumers a favor by putting the 'cheese' back in cheesy bread."

During the campaign, cheese lovers can order any of the new Domino's Stuffed Cheesy Breads or any medium, 2-topping pizzas - choose any two for only \$5.99 each.

Also beginning this week, gift cards are available for purchase in Domino's stores across the U.S. just in time for holiday shopping. Customers can purchase gift cards in denominations from \$5 to \$100. Gift cards have previously only been available for purchase online at giftcard.dominos.com.

About Domino's Pizza®

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." As of the third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

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