



## **Domino's Extends Availability of Popular Philly Cheese Steak Pizza**

April 22, 2004

ANN ARBOR, Mich. - April 22, 2004 – Domino's Pizza, the recognized world leader in pizza delivery, introduced its Philly Cheese Steak Pizza last September and consumers nationwide responded positively. Initially intended to be a limited time product, Domino's extended the nationwide availability of its Philly Cheese Steak Pizza due to popular demand.

"Extending a limited-time pizza is unprecedented at Domino's, but so is the response we've received across the country for this exceptional product," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "This combination of two culinary classics – pizza and Philadelphia Cheese Steak – is the perfect all-American complement to the Domino's Pizza menu."

Before Domino's launched its Philly Cheese Steak Pizza, the company conducted an authenticity check with Frank Olivieri, Jr., owner and great nephew of the founder of the famous Pat's King of Steaks® in Philadelphia. According to Mr. Olivieri, "It's a thumbs up. If you can't get a Pat's steak sandwich, Domino's Philly Cheese Steak Pizza is the next best thing."

"The Olivieri family is an icon in the cheese steak business, and to receive their stamp of approval is a real honor," said Calwell. "Domino's is proud to have its Philly Cheese Steak Pizza recognized by the experts – Philadelphia residents – as a high-quality product inspired by the original."

Introduced in September 2003, Domino's Philly Cheese Steak Pizza, the first new pizza Domino's launched since January 2000, starts with a traditional pizza crust, golden brown and crisp on the outside, tender and delicious on the inside. It is then smothered with onions, peppers and mushrooms. Tender slices of marinated, premium steak come next, seasoned and cooked as if imported straight from South Philly. Finally, this superb pizza is topped with a layer of shredded provolone cheese to capture the authentic, mouth-watering taste of a Philly Cheese Steak in a great-tasting pizza.

Domino's is featuring Philly Cheese Steak Pizza in national advertising beginning April 12, 2004. Consumers can order a medium Domino's Philly Cheese Steak pizza for just \$9.99, and get any second medium pizza for \$5.00 more.

### **About Domino's Pizza**

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,427 Company-owned and franchised stores in the United States and more than 50 countries. Domino's Pizza, named a Megabrand by Advertising Age, had corporate and franchise store sales of more than \$4 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at [www.dominos.com](http://www.dominos.com).