



## Offline meets Online with Domino's Pizza and eBay

August 21, 2003

ANN ARBOR, MI - August 21, 2003 - Domino's Pizza, the recognized world leader in pizza delivery, today announced that it is teaming up with eBay, The World's Online Marketplace®, to bring the online experience to Domino's customers nationwide.

To kick off the program, beginning August 14, Domino's will deliver to its customers, via 15 million box-tops, special "Back to School" offers including the opportunity to win one million eBay Anything Points (which is the equivalent of \$10,000 to spend on items available on [eBay.com](http://eBay.com)) or a chance to win one of 100 Domino's gift certificates valued at \$10.00 each. Other promotional offers include discounts on the purchase of textbooks at [Half.com](http://Half.com), an eBay company, and a special incentive in eBay's computer category.

"Domino's is thrilled to deliver great online offers to our customers through this relationship with eBay," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "This affiliation provides each of us the opportunity to get in front of customers in ways that they wouldn't typically expect. Consumers wouldn't expect to see Domino's Pizza when they are logging on eBay nor would they expect an eBay flyer on their box of pizza."

The second promotion - eBay's "Stay True to Your School" college football campaign - presented by Domino's Pizza, will be delivered through an additional 15 million box-tops, reaching college football fans and alumni across the nation. Special prizes include an Ultimate Homecoming Trip valued at \$15,000, which awards the winner and five friends a trip to a college football game including \$6,000 cash, airfare, hotel accommodations, rental car and game tickets. In addition, 10 recipients will receive a \$500 Domino's Pizza gift certificate, and 100 winners will receive a Domino's Pizza gift certificate valued at \$10.00.

"As we further grow eBay's consumer promotional efforts with offline brands, it's terrific to line up with Domino's Pizza, which has the right consumer target for our Back-to-School and college football promotions," said Julie Haddon, director of consumer promotions at eBay. "With more than 75 million registered users on eBay, we provide a robust online platform that enables Domino's to promote their brand and attract customers."

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

Founded in 1960, Domino's Pizza operates a network of 7,291 Company-owned and franchised stores in the United States and more than 50 countries, and is the recognized leader in pizza delivery. Domino's Pizza had systemwide sales of nearly \$4 billion in 2002. Domino's Pizza was named "Chain of the Year" for 2003 by Pizza Today magazine, the leading publication of the pizza industry. More information on the Company, in English and Spanish, can be found on our web site at [www.dominos.com](http://www.dominos.com).

### **About eBay**

eBay is The World's Online Marketplace®. Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories offered for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world.

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