



## **\$9.99 Buys Any Large Domino's Pizza ... And a 2007 Saab?**

January 2, 2007

Domino's sells a 2007 Saab 9-3 Aero Convertible  
to kick off new Anything Goes Deal

ANN ARBOR, Mich., Jan. 2 /PRNewswire/ -- \$9.99 is the lucky number for the owner of a brand new 2007 Saab 9-3 Aero Convertible courtesy of Domino's Pizza. To kick off a new year and its newest promotion, the Anything Goes Deal -- get any large pizza on any crust with any toppings for just \$9.99 -- Domino's sold a Saab on eBay for just \$9.99. The car was sold as part of Domino's new Anything Goes Deal Contest which officially began Jan. 1. (For complete contest rules, visit <http://www.anythinggoesdeal.com> ).

To celebrate its new Anything Goes attitude, Domino's has developed an innovative Anything Goes Deal contest that uses <http://eBay.com> where a variety of premium items are being made available daily on eBay for just \$9.99. As the ball dropped in New York City's Times Square, Domino's kicked off the contest by posting the first item, a 2007 Saab 9-3 Aero Convertible, for sale for the fabulous price of \$9.99 on eBay. In less than a minute, one lucky winner found the car on eBay and bought it.

"From pizzas, to a new Saab convertible, no one delivers a great deal like the delivery experts at Domino's Pizza," said Ken Calwell, Domino's Chief Marketing Officer. "We launched the Anything Goes Deal promotion, to offer great value to our customers. Then we thought, why stop there? Ours is a pizza deal with no limits ... why not a promotion with no limits where truly anything goes? I don't think there is anyone else out there who has delivered a car for such a great deal, and we're just getting started."

From now through February 5, Domino's is selling a lot more than pizza for just \$9.99. Through this groundbreaking contest, Domino's is selling approximately \$250,000 worth of premium items on the auction site for just \$9.99 each. New items will be posted daily (see complete contest rules at <http://www.anythinggoesdeal.com> ). Some of the items to be sold include:

- Apple(R) iPod Nanos
- Apple(R) laptop computers
- XM Satellite Radio(R) with a 1-year subscription
- Sony(R) Flat Screen TV
- A year's supply of Domino's Pizza and Coca-Cola(R)
- And much, much more!

### **How to Spot the Next Great Deal**

Because \$9.99 is such a fantastic deal for the kinds of prizes available through this one-of-a-kind contest, Domino's is not going to make things easy. The pizza delivery experts have developed this promotion as an online treasure hunt that uses [eBay.com](http://www.anythinggoesdeal.com), where the prizes will be posted. Consumers can get more information regarding how to participate at <http://www.anythinggoesdeal.com> . Once on the site, consumers can learn more about the contest and participate in short games of skill, which, if done correctly, will provide a clue needed to find the prizes on eBay. Domino's Anything Goes Deal promotional prizes will go to the first qualified buyer to locate the item on eBay and "Buy it Now" for \$9.99.

Domino's Pizza is the official sponsor of the Anything Goes promotion.

### **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 franchised system, Domino's operates a network of 8,238 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.0 billion in 2005, comprised of \$3.3 billion domestically and \$1.7 billion internationally. During the third quarter of 2006, the Domino's Pizza(R) brand had global retail sales of approximately \$1.2 billion, comprised of more than \$700 million domestically and more than \$400 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR(R)." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

SOURCE Domino's Pizza

NOTE TO EDITORS: We love to feed the media! Call the Domino's Public Relations Department at +1-734-930-3741 to order a piping, hot Domino's Pizza for your newsroom or studio.

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