



## Domino's Pizza Is Looking for America's Most Creative 'BFD' Builder

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Do You Have What It Takes to Create America's Most Creative Big Fantastic Deal?

ANN ARBOR, Mich., Jan. 17 /PRNewswire-FirstCall/ -- If you build it, they will order ... pizza that is. In celebration of Domino's first promotion of 2008, the Big Fantastic Deal—a large, unlimited topping pizza for the flat-rate of \$10.99—the delivery experts are challenging consumers to construct their perfect pizza using the company's innovative new BFD Builder, located at [www.dominos.com](http://www.dominos.com).

The BFD Builder gives customers the opportunity to build their perfect BFD in a whole new way and see it come to life right before their eyes. From crust and sauce choices, to cheese and toppings, once customers have created their perfectly-topped digital pizza, they can name and register it in a Domino's database of BFD pizzas.

Domino's is challenging consumers to share their idea of the perfect pizza with America. The creator of the most creative BFD pizza, beginning today through Jan. 27, will win \$500 worth of Domino's gift certificates. The most creative BFD will be determined by a panel of Domino's Pizza LLC employees. Creators of the second and third most creative BFD pizzas will each receive \$50 in Domino's gift certificates. The unique name created for the BFD pizza and the combination of BFD pizza toppings will be considered when choosing a winner.

Once a BFD is built and its name is registered, it cannot be re-named, and, therefore, is "owned" by its original creator. For example, if a BFD is built with light sauce, sausage, green peppers and onions—its creator can then register it with a name of their choosing. This combination can't be re-named (for contest purposes), but any additional customers who order it can register it and it becomes an alias of the original BFD. Customers will be able to track which registered BFDs have been ordered the most on the BFD Builder site, located at [www.dominos.com](http://www.dominos.com).

"We're challenging our customers to become creative BFD Builders," said Rob Weisberg, Domino's Pizza vice president of precision and print marketing. "We know our customers have big ideas for what makes a great pizza, and we're really looking forward to seeing what imaginative topping combinations they come up with."

No purchase necessary. Void where prohibited. Open to U.S. residents age 13 and above. The BFD Builder game begins at midnight EST on Jan. 17 and ends at midnight on Jan. 27 EST. Visit [www.dominos.com](http://www.dominos.com) for official rules.

About Domino's

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 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$725.7 million domestically and approximately \$510.7 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)." Customers can place orders online in English and Spanish by visiting [www.dominos.com](http://www.dominos.com) or from a Web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the Web at [www.dominos.com](http://www.dominos.com). Domino's Pizza: You Got 30 Minutes.

SOURCE Domino's 01/17/2008 CONTACT: Media Relations, Stacey Bednarski, +1-734-930-3274 [stacey.bednarski@dominos.com](mailto:stacey.bednarski@dominos.com) Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)