



## Audio: Any Way You Fold It, Domino's BRKLYN Style Pizza is GR8

February 20, 2008

Brooklyn Style Pizza Promotion Returns with 1-877-UNACCENT Hotline

ANN ARBOR, Mich., Feb. 20 /PRNewswire/ -- The next time you hear someone say "Yo, we's got toidy minutes," there's a good chance they just ordered a Brooklyn Style Pizza (a.k.a. "The BRKLYN") from Domino's Pizza (NYSE: DPZ). The big, foldable slices of the BRKLYN bring out the old neighborhood in every bite -- but who knew they could conjure up a fake accent?

To view the Multimedia News Release, go to:

<http://www.prnewswire.com/mnr/dominos/31888/>

To help customers who have developed a fake Brooklyn accent as a result of ordering The BRKLYN, Domino's created 1-877-UNACCENT -- a hotline that will coach callers, teaching them how to speak normally once again. The hotline, driven by voice recognition technology, will take consumers through a range of lessons on how to say words correctly and lose their fake Brooklyn accent.

"We know it can be fun to speak with a fake accent" -- said Ken Calwell, Domino's Pizza chief marketing officer -- "and now Domino's is making it fun to get rid of one, too." After you place an order for a Brooklyn Style Pizza from Domino's, 'You Got 30 Minutes' to do whatever you'd like. If you notice a fake Brooklyn accent developing during this time, you might want to give 1- 877-UNACCENT a call."

Beginning today, through March 16, 2008, customers can get a large, one- topping Brooklyn Style Pizza for just \$9.99. The BRKLYN promotion will also be coupled with the return of "2X Tuesday" -- buy any large pizza at menu price and get a second large pizza of equal or lesser value free (Tuesdays only).

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 8,510 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 <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 <http://www.dominos.com>. Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 02/20/2008 CONTACT: Stacey Bednarski of Domino's Pizza, +1-734-930-3274 [stacey.bednarski@dominos.com](mailto:stacey.bednarski@dominos.com) Video: <http://www.prnewswire.com/mnr/dominos/31888> Web site: <http://www.prnewswire.com/mnr/dominos/31888> <http://www.dominos.com> [mobile.dominos.com](http://mobile.dominos.com) (DPZ)