



It's Cloudy, with a Chance of Sandwiches from Domino's Pizza

September 26, 2008

Coastal Storms Can't Stop Delivery Experts From Giving Away 1,000 Sandwiches

ANN ARBOR, Mich., Sept. 26 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, made a historic addition to its product line with the introduction of Oven Baked Sandwiches. And, before news broke of a vicious storm brewing off the coast, Domino's had planned to give away more than 1,000 free sandwiches to the residents of historic Sandwich, Mass. during the Sandwich high school homecoming football game this evening.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080818/CLM052>)

With news of the storm heading to Cape Cod, the Sandwich high school football game has been moved out of the area, but the delivery experts are still determined to blanket the town with new Oven Baked Sandwiches-rain or shine.

Throughout the weekend, the Domino's Pizza store, located in Sandwich, will make surprise Oven Baked Sandwich deliveries to its residents and will also make special, complimentary deliveries to the Sandwich police and fire department, town hall and local businesses.

"Although our plans have changed a bit due to inclement weather, we're still planning to sample our new Oven Baked Sandwiches throughout the town," said Hank Askew, owner of the Sandwich Domino's Pizza. "Even though it might be cold and dreary outside this weekend, we hope we can cheer up some Sandwich residents with a hot sandwich from Domino's."

Domino's new Oven Baked Sandwiches are priced at just \$4.99 and are available in four delicious varieties, all on artisan Italian bread and baked to a golden brown:

- Philly Cheese Steak: steak, American and provolone cheeses, with onions, green peppers and mushrooms.
- Chicken Bacon Ranch: seasoned all-white meat chicken breast, bacon, creamy ranch dressing and provolone cheese.
- Chicken Parm: seasoned all-white meat chicken breast, tomato basil marinara, parmesan-asiago and provolone cheeses.
- Italian: slices of pepperoni, Genoa salami, ham, provolone cheese, banana peppers, green peppers and onions.

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 locally-owned and operated franchised system, Domino's operates a network of 8,671 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally.

During the second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. Customers can place orders online in English and Spanish by visiting www.dominos.com or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com. Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza