



Video: Did You Know That Domino's and Subway Are in a Food Fight?

January 22, 2009

Domino's Pizza CEO Burns 'Cease and Desist' Letter in Tongue-in-Cheek Ad

ANN ARBOR, Mich., Jan. 22 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is showing off its menu -- and its CEO. After Domino's Oven Baked Sandwiches recently beat Subway's equivalent sandwiches by an incredible 2-to-1 margin in a national taste test, Domino's received a letter from Subway demanding it cease and desist from running advertising featuring the independently researched claim.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/dominos/36735/>

Domino's has not only refused to pull the work, it has responded by launching a new TV spot featuring Chairman and CEO David A. Brandon playfully burning up Subway's letter in one of the 450-degree ovens used to bake its victorious sandwiches.

"This is as much fun as a good, old-fashioned school cafeteria food fight," joked Brandon. "We're flattered that Subway would consider us a threat, since we're still new to the sandwich game -- but we also thought the best way to respond to their letter was in an irreverent fashion. I think I did what any red-blooded American always wants to do with a letter from a lawyer: burn it to a crisp." The 30-second version of the commercial aired for the first time last night, January 21, during American Idol on Fox.

Brandon agreed to be featured in the ads from agency Crispin, Porter + Bogusky for the first time in his 21-year history as a corporate CEO, and in his 10 years as Domino's chief, "This seemed like a great way to wave the Domino's flag and tell our customers that we make the tastiest sandwiches around, as well as being recognized for going on 50 years as the world leader in pizza delivery. So we poked a little fun, because we try not to take ourselves too seriously. However, we could never be mean or nasty. Mostly because it isn't our style -- and, because my mom would never forgive me!"

Oven Baked Sandwiches from Domino's Pizza were preferred by consumers over industry leader Subway's by an incredible 2-to-1 margin, based on independent taste tests conducted throughout the country in late 2008. In addition to high-quality ingredients like all-white meat chicken, salami, provolone cheese, and tasty artisan bread, the appeal may be the fact that Domino's line of oven baked sandwiches are just that: fully-baked at 450 degrees in a large pizza oven, not heated up in a toaster or something that resembles a microwave.

Taste preference based on a national taste test by an independent research company of Domino's(R) Oven Baked Sandwich varieties -- Philly Cheese Steak, Chicken Bacon Ranch and Italian versus comparable Subway(R) Fresh Toasted Sandwich varieties -- Steak & Cheese, Chicken & Bacon Ranch and Italian BMT.

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 8,726 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 third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 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 <http://www.dominosbiz.com/>. Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza Inc. -0- 01/22/2009 /NOTE TO EDITORS: High resolution logos, photographs and b-roll clips, as well as the new TV spot, are available at <http://media.dominos.com/> /CONTACT: Tim McIntyre of Domino's Pizza, +1-734-930-3563 tim.mcintyre@dominos.com /Web Site: <http://www.dominos.com> Video: <http://www.prnewswire.com/mnr/dominos/36735/> (DPZ)