



## Domino's Pizza(R) Ranks No. 1 in Online Ordering

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ANN ARBOR, Mich., June 25 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, ranked No. 1 in online ordering sales in the first quarter 2009 with a 28 percent share, beating both Papa John's and Pizza Hut, according to The NPD Group's CREST(R). In the past 24 months, Domino's jumped from an 11 percent share to a 28 percent share.

To help explain why Domino's online ordering has grown so fast in a short amount of time, Domino's has partnered with Steve Weiss, President of Straightforward Communications, a marketing and research consultancy specializing in consumer demography and trends. A former marketing columnist for QSR Magazine, Weiss has spent the last 30 years as an independent marketing and management consultant to consumer oriented industries such as foodservice, general retail, personal services and entertainment. As a journalist, Weiss has been actively covering the web world for the past several years.

"As a marketing journalist and demographer, what strikes me most about the Domino's online ordering experience is how seamlessly it combines compelling, visually rich, easy-to-use technology with a smart appeal to a variety of consumer values across the generational spectrum," says Weiss. "Whether one is drawn by the fun of watching their pizza being built, or the efficiency of the ordering process, or the deals offered in the coupon section, or the rich data feedback of the baking and delivery process, there's more than enough appeal to make for a satisfying ordering experience for a pizza lover of any age.

"Also, simply from the point of view of a 'restaurant industry guy,' what impresses me about the site is that it creates a very appealing impression of the full Domino's product line," continued Weiss. "The handsomely presented menu comes across great in terms of both quantity and quality and really made me enthusiastic about ordering online with Domino's."

As a way to thank Domino's customers and find out why they like the ordering experience (and keep coming back for more), the first 499 people who send an email with their name and mailing address to [pr@dominos.com](mailto:pr@dominos.com) and explain why they like ordering online from Domino's, will receive a \$10 gift card from Domino's Pizza to use on their next online order.\*

"Our website, particularly online ordering, has become a tremendous growth engine for Domino's Pizza and the face of our brand for many of our most valued consumers," said Russell Weiner, Domino's Chief Marketing Officer. "I am proud of our web team and the work they have accomplished in a short amount of time. We have more fun surprises planned to make the experience even better, so stay tuned."

World Delivery Leader also #1 on American Customer Satisfaction Index

It's not just online ordering that is being recognized. Domino's Pizza recently topped the charts in customer satisfaction in a survey of consumers, according to the annual American Customer Satisfaction Index. Domino's unseated not only its biggest pizza competitors, but the U.S. largest limited service restaurants, with an overall score of 77. Starbucks and Wendy's ranked second.

\*By submitting an entry, you grant Domino's Pizza the right to use your entrant's name and email content, unless prohibited by law. No purchase necessary to enter or win. Contest runs 6/25/09 through 7/31/09 or until supplies of prizes last. Open to U.S. residents of 50 states and DC age 18 and older. Void where prohibited. Sponsor: Domino's Pizza LLC, 30 Frank Lloyd Wright Drive, Ann Arbor, Michigan 48106.

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 8,773 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 \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion 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](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.dominosbiz.com](http://www.dominosbiz.com).

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