



Domino's Pizza Delivers the Birthday Cake

August 31, 2009

Lucky customers who turn 9 or 99 on 09.09.09 get FREE Chocolate Lava Crunch Cakes from Domino's Pizza

ANN ARBOR, Mich., Aug. 31 /PRNewswire/ -- Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, commemorates the upcoming calendar day of 09.09.09 by giving away \$25 gift cards for pizza products and its newest dessert item, Chocolate Lava Crunch Cakes, to help celebrate birthdays of those turning 9 or 99 on this unique day.

"We won't see this date for another hundred years," said Jenny Fouracre, Domino's Pizza spokesperson. "So in honor of this unusual day on the calendar, we thought it would be fun to provide the birthday cake, our newest dessert menu item, to those turning 9 or 99."

Domino's new Chocolate Lava Crunch Cakes are oven-baked chocolate cakes, crunchy on the outside, with rich warm flowing chocolate fudge inside. Inspired by a combination of chocolate and textures, Chocolate Lava Crunch Cakes satisfy chocolate cravings.

The first 99 consumers who are turning 9 or 99 on 09.09.09, who send their name, proof of birth date (copy of drivers license or birthday certificate), home address and phone number to pr@dominos.com will receive a \$25 gift card good for Chocolate Lava Crunch Cakes and any other delicious items on Domino's Pizza full menu.

Rules:

No purchase necessary to enter or win. Must be residents of continental United States 18 years of age or older to enter or enter on behalf of a child. Contest begins on 8/31/2009 at 8:00 a.m. and ends on 9/30/2009 at 11:59 p.m. or until prizes are gone. Proof of birth date required, identification can include drivers license or birth certificate. Parents of children aged 9 on 09.09.09 may enter on behalf of their child as long as the parents are over the age of 18. For full contest rules, visit <http://www.dominosbiz.com/Biz-Public-EN/Extras/>.

To contact a local Domino's store or order online, please visit www.dominos.com.

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. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI).

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