



## Domino's Pizza Turns to Online Community to Decide Extreme Delivery

August 10, 2010

### Facebook poll gives users the opportunity to choose from five unique 'Extreme' options

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**Domino's Pizza** (NYSE: DPZ), the recognized world leader in pizza delivery, is once again delivering in unexpected ways, giving Facebook users the power to choose the company's next "Extreme Delivery." Now through August 30, customers have a chance to vote on what they think is the most extreme method to deliver a Domino's Pizza.

"Domino's has made many unique and surprising moves in the last year, reconnecting with our consumers and fans in new ways," said Chris Brandon, Domino's Pizza spokesperson. "This is really an extension of just that - and our most recent way of answering the question 'Did Domino's really do that?' with a resounding 'Oh Yes We Did!'"

Facebook users who visit [www.facebook.com/dominos](http://www.facebook.com/dominos) can vote on one of the following extreme delivery options:

- The first weightless pizza delivery in a zero gravity airplane
- A high-wire delivery by daredevil Jade Kindar-Martin
- Dan "SpiderDan" Goodwin climbing the Campanile Tower at The Venetian(R) Resort-Hotel-Casino in Las Vegas
- Hitting terminal velocity with a skydiving delivery
- Plunging to earth with BASE jumpers at Bridge Day 2010

Those who log onto Facebook to vote can also enter to win a \$1,000 Domino's Pizza gift card. To enter and see official rules and details of the contest, visit [www.facebook.com/dominos](http://www.facebook.com/dominos). Domino's will execute the delivery that is crowned "Most Extreme" later this year.

Consumers can visit the extreme delivery poll directly at [http://bit.ly/dpz\\_Xtreme](http://bit.ly/dpz_Xtreme).

Last year, Domino's delivered Chocolate Lava Crunch Cakes to tourists enjoying the breathtaking views at Mount St. Helens. Because no Domino's store delivered to the spot, Domino's hired a helicopter to make it a truly extreme delivery. Domino's fans can view video of this feat at [http://bit.ly/dpz\\_lava](http://bit.ly/dpz_lava).

No purchase necessary. Open to legal residents of the 48 contiguous U.S. & DC, 18 years and older. Void in AK, HI and where prohibited. Sweepstakes begins on 8/9/10 and ends 8/30/10. To Enter and for Official Rules and complete details, visit <http://www.facebook.com/dominos>.

Consumers can learn more about The Venetian(R) Resort-Hotel-Casino in Las Vegas at [www.venetian.com](http://www.venetian.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 9,097 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. During the second quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of approximately \$755 million domestically and over \$645 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which they previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

Order - [www.dominos.com](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

Twitter - <http://twitter.com/dominos>

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