



Domino's Celebrating the NOID's 25th Birthday with Facebook Game...and Free Pizza!

August 8, 2011

Domino's giving out free pizza gift cards stolen by the NOID himself- 10,080 to be exact

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, will no longer "Avoid the NOID" - and plans to pay homage to its iconic former mascot, for one week only, by launching *The NOID's Super Pizza Shootout* game on Facebook.

Consumers who "like" Domino's at facebook.com/dominos and play the massively social arcade game have a chance to win one of 10,080 free pizza gift cards, given out each minute to the highest round score. *The NOID's Super Pizza Shootout* game makes its debut on Facebook today and will last through Aug. 15.

Celebrating its (or is it his?) 25th birthday, the NOID has enjoyed many years of relaxation since becoming a celebrity in his own right following his first of many appearances in a Domino's commercial back in 1986. The NOID is back to its old tricks this week, pitting Domino's Facebook fans against each other for a free pizza in the form of a \$10 Domino's gift card.

"Being 25 is pretty cool. I believe I can legally rent a car now," said the NOID in a statement. "While I am old enough that some people consider me 'vintage' - I've still got skills, and proved it by stealing 10,080 free pizza gift cards from Domino's."

In addition to pleasing long-time NOID fans with a brief return, the throwback-themed game, featuring a classic 8-bit look, hopes to offer the over 3 million Facebook fans a little something extra to do as summer begins to wind down.

NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. & D.C. 18 or older. Starts 8/8/11; ends 8/15/11. To play and for Official Rules, including odds and prize descriptions, visit <http://www.facebook.com/Dominos>. Void where prohibited. There will be one (1) winner every 60 seconds.

About Domino's Pizza®

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." As of the second quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,436 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2011, Domino's had global retail sales of over \$1.6 billion, comprised of nearly \$793 million domestically and over \$810 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

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