



Upcoming Domino's Pizza Investor Event

September 20, 2011

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Domino's Pizza, Inc. (NYSE: DPZ) announces the following webcast event:

What: TAG2nd Annual Fall Consumer Conference

When: Tuesday, September 27 at 8:10 a.m. Eastern

Where: www.dominosbiz.com

How: Live over the Internet. Log on to the Web address above.
This event will be archived on the Domino's website for replay.

Contact: Lynn Liddle: (734) 930-3008

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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