



## **Domino's spices up delivery**

August 19, 2002

ANN ARBOR, Mich. - August 19, 2002 - Domino's Pizza, the recognized world leader in pizza delivery, is kicking delivery up a notch with the introduction of Domino's Pizza Buffalo Chicken Kickers. This marks the creation of a whole new surprising category by the pizza company – quality chicken delivered right to the door. Made with premium all-white chicken breast, Domino's Pizza Buffalo Chicken Kickers are Domino's take on the traditional chicken strip, spiced up so that each tasty bite offers an irresistible, explosive flavor.

Perfect on their own or as a side dish, Domino's Pizza Buffalo Chicken Kickers are breaded with a spicy Buffalo-style seasoning and baked through and through. Each order contains 10 pieces that can be cooled down with ranch or blue cheese dipping sauces or spiced up even more with Domino's hot dipping sauce, depending upon the customer's preference, and come in their own newly designed packaging.

"Domino's is capitalizing on our delivery expertise to create a whole new exciting category," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "Customers are looking to Domino's for menu options to create a whole meal. Domino's Pizza Buffalo Chicken Kickers enhance our core business which is home delivery."

Domino's Pizza Buffalo Chicken Kickers is rolling into stores now and will be available nationwide the week of August 26, 2002. Domino's Pizza began testing the product in March 2002 in a group of franchisee and company owned test market stores. "Consumers in our test markets loved the product," said Calwell. "We saw significantly higher than expected sales and customer re-purchase intent. It was obvious to us that our customers were excited about the option of adding high-quality chicken to their home delivery experience."

National television and print advertising for Domino's Pizza Buffalo Chicken Kickers will begin on Monday, September 2, with radio advertising airing on Monday, September 23. During Domino's national promotion, consumers can order any large one-topping pizza for just \$9.99 plus free CinnaStix and add new Domino's Pizza Buffalo Chicken Kickers for just \$5.99.

### **About Domino's Pizza**

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,096 owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.