



## **Zero Calories ... Zero Dollars ... Great Deal! Domino's Pizza Offering Free Coca-Cola Zero(R) with Orders**

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ANN ARBOR, Mich., Dec. 15 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, and Coca-Cola are teaming up for an exclusive sampling event giving Domino's customers nationwide a chance to taste the new Coca-Cola Zero.

Beginning this Saturday through December 23 (dates may vary by store location), customers will receive one complimentary 20 oz. bottle of Coca-Cola Zero, while supplies last, with every order placed at participating Domino's Pizza stores across the United States that currently sell Coca-Cola products.

"Coca-Cola Zero offers the best of both worlds ... great Coca-Cola taste with none of the calories," said Ken Calwell, chief marketing officer for Domino's Pizza. "We know that both Coca-Cola Zero and Domino's pizza appeal to the important 18 to 35-year-old young male customers. Together, they make a great combination!"

Coca-Cola Zero is the newest addition to the Coca-Cola line of products. It was launched nationally in June 2005.

### 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." Through its primarily franchised system, Domino's operates a network of 7,945 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR(R)." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com>.

SOURCE Domino's Pizza, Inc.  
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