



A 3-Inch Pizza? Domino's Must Be Foolin'

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Domino's Pizza Uses April Fools' Joke to Launch XLP

ANN ARBOR, Mich., March 31 /PRNewswire/ -- As part of its new XLP product launch on April Fools' Day, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, spoofed pizza lovers by introducing an "Xtra LITTLE pizza." In reality, Domino's is offering XLP- an "Xtra LARGE pizza" for an extra little price.

Available nationwide, Domino's new XLP is 30 percent bigger than its current large pizza. For just \$9.99, customers get a piping hot, one-topping pizza with eight extra large slices. And, for just \$2 more (at participating stores in select markets), customers can pile on as many toppings as their stomachs' can handle.

"Our customers don't need to read the fine print to know they're getting a great deal with our new XLP," said Ken Calwell, Domino's Pizza chief marketing officer. "The offer is simple and the value is evident. XLP delivers more pizza for your money."

April Fools!

The XLP concept was introduced Tuesday (March 28) with an early April Fools' Day gag on hundreds of pizza eating college students. Domino's visited the campus of Eastern Michigan University in Ypsilanti to distribute samples of the XLP. But, in this case, the acronym stood for "Xtra Little Pizza!" Comedic actors asked students to taste and comment on Domino's mini-pies that measured a mere three inches in width and were topped with extra tiny bits of pepperoni.

The joke was on the students who actually believed that Domino's was coming out with an Xtra Little Pizza. Their reactions were mixed as they popped the tiny pizzas into their mouths.

Some students loved the idea of the Xtra Little Pizza for its portability. "I think it is a really great idea," said John Lanphear, a student from Plymouth, Mich. "It would be great for parties because it is kind of awkward carrying around a slice of pizza when you are partying and dancing. Four or five bites is just enough to get you a little less hungry."

Other students felt that the Xtra Little Pizza was just not enough to satisfy their extreme hunger. "It's too small," said Julia Nuoffer, a student at Eastern Michigan University. "I would have to eat like ten of them to fill me up."

XLP/Target Sweepstakes

"To give our consumers even more value, we're teaming up with Target stores to give them a chance to win really extreme prizes," Calwell continued. "Target is a great partner and is providing great prizes that strongly appeal to the Domino's Pizza customer."

To launch its XLP, Domino's Pizza has teamed up with Target to offer customers a unique sweepstakes opportunity. Beginning April 3, with each XLP order, customers receive a Target-branded game piece in the center of their pizza.

Beginning Monday (April 3) customers can log onto www.XLPDominos.com and enter their game piece code for a chance to win the grand prize of Target merchandise, including a 42-inch plasma TV, an iPod Nano and an Xbox 360, among others. Fifteen lucky first prize winners will receive \$500 Target GiftCards or free Domino's Pizza. Additional instant-win prizes include \$100 Target GiftCards, video iPods, Xbox 360s and free Domino's Pizza.

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 8,079 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand has been named a Megabrand by Advertising Age magazine, and had global retail sales of nearly \$5.0 billion in 2005, comprised of approximately \$3.3 billion domestically and \$1.7 billion internationally. Domino's Pizza has been 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 www.dominos.com.

About Target

Minneapolis-based Target serves guests at 1,418 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE: TGT) gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

SOURCE Domino's Pizza

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