



## Domino's Delivers Pizza and Prizes with an Attitude

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### Customers can now savor the unmistakable flavor of the new Brooklyn Style Pizza, and enter to win vintage Brooklyn prizes

ANN ARBOR, Mich., Oct. 30 /PRNewswire/ -- Brooklyn, New York is known for its tight-knit neighborhoods, diverse population and distinct attitude. While Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, can't deliver all that makes Brooklyn great, we are celebrating the introduction of our new Brooklyn Style Pizza with the launch of two unique opportunities to win authentic Brooklyn-esque prizes.

"We had a lot of fun delving into the culture of Brooklyn to add even more excitement to the launch of Brooklyn Style Pizza," said Ken Calwell, Domino's chief marketing officer. "In addition to a new pizza, we're offering customers two different opportunities to get in touch with the 'old neighborhood' no matter where they are."

#### Brooklyn Style Sweepstakes

In addition to tasting the unmistakable style of Brooklyn, Domino's customers who order a two-liter bottle of Coca-Cola(R) with any pizza order can enter to win another Brooklyn-esque treat -- a vintage New York taxi cab, with gift certificates for free Domino's Pizza and Coca-Cola for a year. Each two-liter bottle of Coca-Cola a customer orders from Domino's Pizza will have a sticker with a game code. Customers can enter the Brooklyn Style Sweepstakes by visiting <http://www.BrooklynStylePizza.com> and entering their game code for a chance to win.

In addition to entering in the sweepstakes, visitors to <http://www.BrooklynStylePizza.com> are treated to a real Brooklyn experience. The homepage features a Domino's Pizza storefront located in a brownstone on a busy Brooklyn street. "Ma," a character from Domino's Brooklyn Style Pizza commercial, serves as a guide as visitors click on the various elements on and around the neighborhood and are taken to different areas within the Web site. Once on the site visitors can:

- Learn how to properly eat Brooklyn Style Pizza (you gotta fold it!)
- Download Brooklyn-inspired ringtones
- Hear authentic "Brooklyn-speak" phrases
- Send messages to friends and family from popular characters featured in the Domino's Brooklyn Style Pizza commercial
- And more!

#### Go Ahead. Show Us Your Best Brooklyn Style

For those who don't wish to own a vintage taxi cab (but, why not?), Domino's delivers even more chances to win. Aspiring actors, filmmakers and goofballs can send Domino's a 30- to 60-second video of their best Brooklyn impersonation. Eight finalists will win pizza for a month and will be automatically entered into a contest for the grand prize of a trip for two to New York City or to the "other" New York in Las Vegas, Nevada. Visit <http://www.Dominos.com> or <http://www.BrooklynStylePizza.com> for entry details and rules.

"Whether you enjoy a classic taxi cab or a trip to the New York of your choice, this promotion delivers a great pizza and a real Brooklyn experience," said Calwell.

#### About Brooklyn Style Pizza

The new Brooklyn Style Pizza is crafted with Domino's signature, hand-tossed dough stretched thin and cut into 6 big, foldable slices. The pizza includes a blend of mozzarella and provolone cheeses and a choice of new extra large sausage or pepperoni toppings. Available nationwide on October 30, customers can receive a large Brooklyn Style Pizza for just \$9.99. For just \$2 more, customers can upgrade to an extra large for even bigger slices.

#### 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 8,238 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 nearly \$5.0 billion in 2005, comprised of \$3.3 billion domestically and \$1.7 billion internationally. During the third quarter of 2006, the Domino's Pizza(R) brand had global retail sales of approximately \$1.2 billion, comprised of more than \$700 million domestically and more than \$400 million 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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