



Video: Domino's Introduces Cheesy Garlic Bread Pizza with Interactive Web Site

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Download Free Music and Put Yourself in Domino's Newest TV Commercial

ANN ARBOR, Mich., Feb. 13 /PRNewswire-FirstCall/ -- Domino's Pizza(R) (NYSE: DPZ) today launched a new look for its homepage at www.dominos.com. In support of their new Cheesy Garlic Bread Pizza launching nationwide this week, Domino's is offering free music downloads by up-and-coming artists, a chance to put yourself in their new TV commercial, and an opportunity to participate in the new Fan Fuel NASCAR(R) sweepstakes all available on www.dominos.com.

To view the Multimedia News Release, go to:

<http://www.prnewswire.com/mnr/dominos/26914/>

"With a new buttery crust, delicious melted cheese and garlic flavor, Cheesy Garlic Bread Pizza is truly an indulgent pizza," said Ken Calwell, Chief Marketing Officer. "Now through dominos.com, our customers can indulge in some of their other passions including music, NASCAR, or creating a fun video."

Domino's dTracks(TM)

In partnership with independent music hub, FreshTracksMusic.com, Domino's is offering free music downloads from some of today's hottest independent artists. Site visitors can listen to and download 18 songs in three musical genres -- Raceday Riffs (country), Campus Mix (pop/alternative) and the Domino's Hoops Mix (R&B/urban).

Star in the Ad

Available later this week through the new interactive Web site, Domino's is giving visitors a chance to put themselves in its new Cheesy Garlic Bread Pizza commercial featuring guys with larger-than-life facial features which illustrate the sensory experience offered by the new pizza. Visitors can upload a photo and personalize their likeness -- complete with exaggerated eyes, mouths and ears -- to interact with the characters in the TV spot through the Web.

Fan Fuel Sweepstakes

In addition to free music downloads and fun with Domino's commercial, site visitors will be greeted by Domino's NASCAR driver, David Reutimann, as he introduces Domino's new Fan Fuel Sweepstakes. As Reutimann begins his rookie season in the Domino's Pizza #00 Toyota, Domino's is delivering a revved up experience to NASCAR fans. The first time the #00 Domino's Pizza Toyota wins a NASCAR NEXTEL Cup Series race between Feb. 18 and May 12, 2007, the first 50,000 fans registered will get a certificate for a free large one-topping pizza and a 2-liter of Coca-Cola(R). One lucky grand prize winner will receive an Ultimate Fan Trip to Michigan International Speedway in August, including the opportunity to meet Reutimann.

For more information visit www.dominos.com.

SOURCE Domino's Pizza

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