



Two Great Brands, One Delicious Pie

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Domino's Introduces New OREO(R) Dessert Pizza

ANN ARBOR, Mich., Aug. 29 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, delivers two great brands in one pie with the introduction of Domino's new OREO(R) Dessert Pizza.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070829/CLW017LOGO>)

Domino's OREO(R) Dessert Pizza is a new twist on one of America's favorites. The first nationally available dessert pizza in Domino's nearly 47- year history, OREO(R) Dessert Pizza starts with a new dessert-style thin crust that's layered with vanilla sauce and covered with OREO(R) cookie crumbles. When it's fresh out of the oven, a sweet icing is drizzled on top. Beginning this week, customers can try Domino's new OREO(R) Dessert Pizza for just \$3.99 with any purchase.

"We are thrilled to partner with a great brand like OREO-one that our customers loved as kids and still love today," said Ken Calwell, chief marketing officer, Domino's Pizza. "This is a great opportunity to combine the power of Domino's Pizza and one of America's favorite cookies to deliver a unique, fun and delicious new dessert for our customers!"

Domino's new OREO(R) Dessert Pizza is available nationwide for a limited time.

About Domino's Pizza(R)

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 8,449 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the second quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$754.7 million domestically and approximately \$492.5 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 www.dominos.com.

SOURCE Domino's Pizza

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