



Domino's(R) Introduces its New Crispy Melt Pizza-The Unique Harmony of Crispy and Melty in One Great Pizza

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ANN ARBOR, Mich., Oct. 22 /PRNewswire/ -- Crispy and melty come together as Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, introduces its new Crispy Melt Pizza-two distinct sensations united in one pizza.

The Crispy Melt Pizza includes melted provolone and cheddar cheeses, pizza sauce and your favorite toppings, sandwiched between twin crispy crusts. Beginning October 22, customers can purchase a medium, one-topping Crispy Melt Pizza for just \$9.99.

"The melted cheeses, toppings and twin crispy crusts of our new Crispy Melt Pizza really create diverse and delicious tastes in one great pizza," said Ken Calwell, Domino's Pizza chief marketing officer. "Our stores are really excited about the unique combination of this new pizza and we're sure our customers will be, too."

Domino's new Crispy Melt Pizza will be available in Domino's stores nationwide beginning October 22. Customers can also order online at participating stores at www.dominos.com or from a web-enabled cell phone by visiting mobile.dominos.com.

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza(R) 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 10/22/2007 CONTACT: Stacey Bednarski of Domino's Pizza(R)+1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)

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