



## **Domino's(R) New Oven Baked Sandwiches Crush Subway Sandwiches in Local Taste Test**

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Domino's New Oven Baked Sandwiches or a Toasted Sandwich from Subway? We Challenge You to Take the Test

WASHINGTON, Sept. 19 /PRNewswire/ -- What would you rather indulge in -- a hot, oven baked sandwich from Domino's or a cold or toasted sandwich from Subway? According to a local taste test conducted by NBC Channel 4 in Washington, D.C., Domino's was clearly the sandwich of choice. Now, we challenge you to take the test. Which one do you like better?

The local NBC channel had consumers sample a total of more than 100 sandwiches from Domino's and Subway and choose which sandwich they preferred. Two sandwich varieties from each company were sampled -- Philly Cheese Steak and Italian. Out of the 75 consumers who sampled the Philly Cheese Steak sandwiches from Domino's and Subway, 64 people declared Domino's version as their number one choice. As for the Italian sandwich, 29 consumers sampled this flavor from both Domino's and Subway and 22 people thought Domino's version was the best. Subway only got 7 votes for their Italian sandwich. Domino's rocked the vote in the sandwich category by more than four to one; 86 to 18.

Domino's new Oven Baked Sandwiches are priced at just \$4.99 and are available in four varieties, all on artisan Italian bread and baked in an oven at 450 degrees to a golden brown:

- Philly Cheese Steak: steak, American and provolone cheeses, onions, green peppers and mushrooms.
- Italian: slices of pepperoni, Genoa salami, ham, provolone cheese, banana peppers, green peppers and onions.
- Chicken Bacon Ranch: seasoned all-white meat chicken breast, bacon, creamy ranch dressing and provolone cheese.
- Chicken Parm: seasoned all-white meat chicken breast, tomato basil marinara, parmesan-asiago and provolone cheeses.

"Domino's entered a whole new category with this product launch, and we believe that our sandwiches are going to come out on top," said Patrick Doyle, president of Domino's USA. "Our new Oven Baked Sandwiches are served hot, right out of the oven and made with quality ingredients. Our customers don't have to settle for a cold or merely toasted sandwich anymore. NBC Channel 4 in Washington, D.C. conducted a Domino's vs. Subway taste test and we rose to the challenge. Quality always comes out on top!"

Domino's new Oven Baked Sandwiches are available in approximately 4,000 Domino's stores and will be available in all U.S. stores beginning Sept. 22.

### **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 locally-owned and operated franchised system, Domino's operates a network of 8,671 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally. During the second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. Customers can place orders online in English and Spanish by visiting [www.dominos.com](http://www.dominos.com) or from a Web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the Web at [www.dominos.com](http://www.dominos.com). Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 09/19/2008 CONTACT: Media Relations, Chantele Telegadas, Domino's Pizza +1-734-930-3451, [chantele.telegadas@dominos.com](mailto:chantele.telegadas@dominos.com) /Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)