



## Domino's Pizza(R) Celebrates its 48th Birthday With a Great Deal

December 8, 2008

Order Online to get a Large 4-Topping Pizza for \$8 - One Day Only!

ANN ARBOR, Mich., Dec. 8 /PRNewswire/ -- Domino's Pizza, (NYSE: DPZ) the recognized leader in pizza delivery, celebrates its 48th year of selling great, hot pizzas on Tuesday, December 9. This year America's pizza eaters get to celebrate with a great deal! Consumers who order their pizza online at [dominos.com](http://dominos.com) can get a large four topping pizza for only \$8 -- but this price is only available on December 9th.

"We are proud to be celebrating Domino's 48th birthday," said David Brandon, Domino's Pizza Chairman and CEO. "We would like to thank our customers for keeping Domino's Pizza the recognized leader in pizza delivery, and we are offering this anniversary special only through our online ordering channel, where some of our best pizza deals can be found."

One of the online innovations Domino's launched recently is the first-ever, hassle-free online ordering system. Domino's Pizza lovers can order online at [dominos.com](http://dominos.com) without having to remember a username and password. Domino's is the first pizza delivery company to no longer require customers to "register." To order, now all customers need is a name, address, phone number and email address.

This promotion is available at participating stores, deep dish may cost extra. Domino's Pizza offers customers a full menu to choose from, including four types of pizza crust (thin, hand-tossed, deep dish and Brooklyn Style), Oven Baked Sandwiches, Cheesy Bread, Breadsticks, Buffalo wings, Domino's Pizza Buffalo Chicken Kickers(R), CinnaStix(R) and CocaCola(R) products. To order online or locate a local store, please visit [www.dominos.com](http://www.dominos.com).

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 8,726 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 third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 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 -0- 12/08/2008 /CONTACT: Katie Connor of Domino's Pizza, +1-734-930-3274 [Katie.connor@dominos.com](mailto:Katie.connor@dominos.com) /Web site: <http://www.dominos.com> (DPZ)