



## Domino's Finds Most Americans Won't Fake Illness to Stay Home and Watch the Inauguration

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Domino's New Oven Baked Sandwiches Perfect Lunch Choice for Watching Inauguration Ceremonies

ANN ARBOR, Mich., Jan. 15 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, recently conducted a Pizza Tracker poll asking customers their plans for next Tuesday's inauguration ceremony. In just three days of polling nearly 20,000 customers responded:

- 58 percent indicated they planned to watch the event
- 76 percent of those watching saying they plan to do so from home
- For those missing work, an astounding 30 percent said they'd be faking stomach flu and calling in sick that day to watch the festivities in D.C.
- 70 percent plan to be honest by taking a vacation day
- 15 percent plan to watch from work, with the rest planning to watch at a group gathering that isn't at their home or office

Whether you're watching from home, from the office, with a big group or by yourself, having Domino's Pizza Oven Baked Sandwiches or hot pizzas delivered for lunch that day is the perfect choice for watching the inauguration without missing one moment! Domino's Oven Baked Sandwiches are preferred by consumers over industry leader Subway's equivalent sandwiches by an incredible 2-to-1 margin.\* They start at \$4.99 and are available in four delicious varieties, all on artisan Italian bread and baked at 450 degrees to a golden brown:

- Philly Cheese Steak: steak, American and provolone cheeses, with onions, green peppers and mushrooms.
- 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.
- Italian: slices of pepperoni, salami, ham, provolone cheese, banana peppers, green peppers and onions.

\* Taste preference based on a national taste test by an independent research company of Domino's(R) Oven Baked Sandwich varieties -- Philly Cheese Steak, Chicken Bacon Ranch and Italian versus comparable Subway(R) Fresh Toasted Sandwich varieties -- Steak & Cheese, Chicken & Bacon Ranch and Italian BMT.

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.dominosbiz.com](http://www.dominosbiz.com). Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 01/15/2009 /NOTE TO EDITORS: High resolution logos, photographs and b-roll clips are available at <http://media.dominos.com/> /CONTACT: Jenny Fouracre of Domino's Pizza, +1-734-930-3620 [jenny.fouracre@dominos.com](mailto:jenny.fouracre@dominos.com) /Web site: <http://www.dominos.com> <http://www.dominosbiz.com> (DPZ)