



Domino's Pizza CEO Delivers Pizza for a Year Prize to Killeen Resident

April 2, 2009

ANN ARBOR, Mich., April 2 /PRNewswire/ -- NYSE: DPZ -- As a continuation of Domino's Big Taste Bailout campaign, Domino's CEO Dave Brandon, made the first of two surprise deliveries in Killeen, Texas to Angela Waldrep, the first lucky winner.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090402/DE93546>)

Today, Waldrep opened her door to find piping hot pizza from Domino's, a gift card with enough dough to feast on Domino's Pizza products for a year and a special bag full of goodies from the star of the Taste Bailout commercials, Dave Brandon himself.

"I am thrilled to make this delivery today," Brandon told Waldrep. "I visit Domino's Pizza stores across the county on a regular basis, but this is the first time I've been a part of a secret, surprise delivery."

The Big Taste Bailout promotion, which offers consumers three or more medium, one topping pizzas or oven baked sandwiches for just \$5 each, kicked off earlier this month. As part of the on-line promotion, Domino's consumers are encouraged to go to www.dominos.com and nominate a friend in need of a bailout.

Leading up to the first delivery today, there was a countdown on Dominos.com indicating when the delivery would take place. Today, the site changed to show Brandon's location in Killeen. Now that the first delivery has taken place, the countdown for the next recipient of the Super Big Taste bailout begins on www.dominos.com.

Legal Disclaimer:

No purchase necessary. A purchase will not increase your chances of winning. Legal residents of the 50 United States and the District of Columbia 18 years and older are eligible. Void where prohibited. Sweepstakes ends 4/19/09. For Official Rules, prize descriptions and odds disclosure, visit www.dominos.com. Sponsor: Domino's Pizza, LLC, 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

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 8,773 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 \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion 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 or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominosbiz.com.

SOURCE Domino's Pizza 04/02/2009 Media: High resolution logos, photographs and b-roll clips, as well as the new 15 second ad, are available at <http://media.dominos.com/> /CONTACT: Media Relations: Holly Ryan, +1-734-604-2322 holly.ryan@dominos.com /Photo: <http://www.newscom.com/cgi-bin/prnh/20090402/DE93546> AP Archive: <http://photoarchive.ap.org> AP PhotoExpress Network: PRN19 PRN Photo Desk, photodesk@prnewswire.com /Web Site: <http://www.dominos.com> <http://media.dominos.com> <http://www.dominosbiz.com> (DPZ)