



Win a Domino's American Legends Pizza in Cheesy Online Photo Promotion

June 17, 2009

ANN ARBOR, Mich., June 17 /PRNewswire/ -- Say Cheese! Domino's Pizza(R), the recognized world leader in pizza delivery, is conducting a "legendary, yet cheesy" online photo promotion in honor of Domino's American Legends(TM) pizzas, featuring 40 percent more cheese than a regular Domino's pizza. Starting June 17, the first 500 individuals who submit a photo of themselves in front of a legendary American landmark with a Domino's pizza box will receive a \$15 gift card valid for a Domino's American Legend pizza.

"As Independence Day approaches, we want you to say cheese in front of a well known American attraction or a local historical landmark," said Tim McIntyre, spokesperson for Domino's Pizza. "Domino's American Legends were inspired by famous regional tastes and we want our next legends to be inspired by your experiences, vacations and home town attractions. So say cheese and smile big because you could be the next Domino's legend."

Domino's American Legends pizzas bring bold tastes to every bite with a cheesy crust and a perfect combination of premium toppings. In addition to six tasty varieties, Honolulu Hawaiian, Cali Chicken Bacon Ranch, Pacific Veggie, Memphis BBQ Chicken, Buffalo Chicken and Philly Cheese Steak, Domino's heats things up this summer with its new Fiery Hawaiian, for those who like it hot with spice in every bite.

Individuals with qualifying photos can submit their photos by emailing pr@dominos.com for a chance to win. Domino's will post contest winners' photos on www.flickr.com.

No purchase required to enter or win. Submitting a photo to pr@dominos.com gives Domino's the rights and permission to use photos for internal/external purposes. Contest is open to legal U.S. residents age 13 or older. Void where prohibited. The contest begins on June 17, 2009 at 12:01 p.m. Eastern Time and will end on the earlier of July 4, 2009 at 11:59 p.m. or the time when 500 winners are confirmed. Each winner will receive their \$15 Domino's Pizza gift card in the mail.

About Domino's

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

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/NOTE TO EDITORS: High resolution logos, photographs and b-roll clips are available at <http://media.dominos.com/>

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(DPZ)

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