



Domino's Pizza(R) Accountants and Chefs Star in New Commercial

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15 employees cast in television ad promoting new Chocolate Lava Crunch Cakes and BreadBowl Pasta

ANN ARBOR, Mich., Aug. 25 /PRNewswire/ -- Continuing the latest trend in casting employees in commercials, *Domino's Pizza, Inc.* (NYSE: DPZ), the recognized world leader in pizza delivery, has cast 15 of its team members in the latest Domino's commercial, "Chefs vs. Accountants". Of the 15 appearing in the spot, six team members from the company's accounting and research & development departments have principle roles. You can see the new spot at <http://www.youtube.com/dominosvids>.

"This new commercial is the latest in a string of spots featuring actual Domino's employees and store owners," said Russell Weiner, Domino's Pizza Chief Marketing Officer. "Ever since our CEO Dave Brandon spoke out about how he felt regarding a cease and desist notice in 'Burn the letter' and followed that up by taking his message of The Big Taste Bailout to Capitol Hill, Domino's staff and franchisees have been featured in TV spots and on-line advertising, including the recent franchisee feud over the Domino's American Legends specialty pizza line."

Domino's is not alone with this trend: *Best Buy* is using store employees in its spots, *FedEx* used employees' real adventures, *Microsoft* featured users as well as employees in their "I'm a PC" campaign as did *Ford* with "Drive One" while *Intel* used employees to illustrate what their rock stars look like (although with the help of an actor).

In Domino's latest campaign for BreadBowl Pasta and Chocolate Lava Crunch Cakes, we meet Domino's chefs (who put the lava in the crunchy cakes) and its accountants (whose number crunching made the lava crunch cakes free with the purchase of any Domino's BreadBowl Pasta at menu price through September 13, 2009) battling it out in front of the camera.

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. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI). Customers can place orders online in English and Spanish by visiting www.dominos.com or from a web-enabled mobile device by visiting m.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominosbiz.com. Follow Domino's Pizza on Twitter at <http://twitter.com/dominos> or become a Facebook fan at <http://www.facebook.com/Dominos>.

SOURCE Domino's Pizza, Inc.

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