



## Domino's Says...Order as Many Pizzas as Your Trunk Can Handle!

October 19, 2009

### National Customer Appreciation Week Starts October 19, with Extra-Cheesy Carryout Deal

ANN ARBOR, Mich., Oct. 19 /PRNewswire/ -- Domino's Pizza® (NYSE: DPZ), the recognized world leader in pizza delivery, is gearing up for its national customer appreciation week. During the week of Oct. 19, Domino's® will be thanking its customers with a week-long carryout deal, offering large one-topping pizzas with extra cheese for only \$5.99, with a limit of 256 pizzas per day, per household. (Ok, the 256-limit is a joke. You can order as many as you want!)

With such a great deal customers may want to order as many large pizzas as their trunk can handle. So, how many large pizzas fit in your car's trunk? Domino's will let you know. Nearly 5,000 Domino's Pizza stores across the nation will be distributing "trunk carryout capacity" flyers telling you how many pizzas you can expect to bring home in the trunk of your vehicle. So when you're running errands around town, don't be surprised to find a Domino's flyer on your car windshield telling you that your trunk has a carryout capacity of 51 large pizzas for a sub-compact, 88 large pizzas for a sedan or 149 large pizzas for an SUV.

With the daily limit being 256, Domino's has created just one flyer with that magic number on it. The flyer will be randomly placed on a car windshield near one of the participating U.S. Domino's Pizza locations. The person who finds this flyer on their car windshield will receive free Domino's pizza for a year.

"Even if a customer doesn't order the maximum number of pizzas, their trunk carryout capacity number will remind them that when they order Domino's this week they should order more pizzas than usual," said Domino's Pizza spokesperson Jenny Fouracre. "After all, their trunk can handle it."

Domino's is also celebrating the \$5.99 carryout deal on Twitter. For every 599 new followers, Domino's will give away gift cards. Starting with five \$20 gift cards, Domino's will randomly select winners from all of its Twitter followers. The gift card amount increases with every 599 new followers, culminating in a \$100 gift card. Start following Domino's today at <http://twitter.com/dominos>.

*The winning 256 large pizza trunk carryout capacity flyer will be randomly placed on a vehicles windshield near one of the participating U.S. Domino's Pizza locations. No purchase necessary. Void where prohibited. Customer Appreciation flyers will be distributed during the week of the contest, October 19 - October 25, 2009. Winning customer with flyer 256 should contact Domino's Pizza at [pr@dominos.com](mailto:pr@dominos.com) by 12:01 p.m. EST on November 2, 2009. Full rules for winning 256 trunk carryout capacity flyer and Twitter gift card giveaway available at <http://www.dominosbiz.com/Biz-Public-EN/Extras/>.*

#### About Domino's Pizza®

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 8,886 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza® 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. During the third quarter of 2009, the Domino's Pizza® brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million 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).

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