



## Domino's Pizza Rewards the 'Taste Bud Bounty Hunters'

May 11, 2010

### America's best Taste Bud Bounty Hunter will win free pizza for a year

ANN ARBOR, Mich., May 11, 2010 /PRNewswire via COMTEX/ --Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is placing a "bounty" on taste buds that have yet to try its Inspired New Pizza - the payment being free food, of course! Domino's Taste Bud Bounty, which recently launched online at [PizzaHoldouts.com](http://PizzaHoldouts.com), encourages customers to turn in their pizza holdout friends in exchange for delicious rewards.

The Taste Bud Bounty Hunter who successfully convinces the most pizza holdouts to try out the new recipe will win **FREE pizza for a year** in the form of \$20 gift cards - 52, to be exact.

"Our current ads show how we convinced three pizza holdouts to give the new pizza a try, but now we're turning the reins over to America," said Russell Weiner, Domino's chief marketing officer. "This is a really fun way to get people even more engaged in the story of Domino's re-launching its core product. Even though our new pizza has been covered by almost every media outlet and the talk of almost every late night TV show, there's a chance someone you know has yet to try it - so help them discover what is sure to become their new favorite pizza!"

Both the hunters and the hunted will receive incentives via e-mail for participating in the Taste Bud Bounty, which utilizes Facebook to further engage consumers. Participants can easily upload their profile photo from Facebook onto the *Domino's Most Wanted Taste Bud Wall* or the *Top Bounty Hunter Wall*. They can then have their progress updated, and be followed by friends.

To start the search, consumers can go to [PizzaHoldouts.com](http://PizzaHoldouts.com). Domino's will reward each Bounty Hunter's first submission with a coupon for a **FREE** order of Chocolate Lava Crunch Cakes with an online delivery order of \$10 or more. Each submitted pizza holdout will receive a coupon to buy one pizza and get a second pizza of equal or lesser value **FREE** (minimum delivery amount applies, only valid online).

Hunters who successfully "capture" 10 friends - convincing them to order Domino's new pizza - will receive a coupon for one **FREE** large 1-topping pizza (with online order only, tax and delivery charge may apply). Customers are encouraged to capture as many pizza holdouts as possible before the contest ends June 27.

"Ultimately this is a story inspired by our consumers," said Weiner. "So we're getting them even more involved, and we're having a good time doing it."

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (and D.C.) 18 YEARS AND OLDER. VOID IN AK, HI AND WHERE PROHIBITED. Challenge starts 4/26/10 and ends 6/27/10. For Official Rules, prize descriptions and odds disclosure, visit [www.pizzaholdouts.com](http://www.pizzaholdouts.com). Sponsor: Domino's National Advertising Fund Inc., 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 franchised and Company-owned stores in the United States and over 60 international markets, and in March 2010 celebrated the opening of its 9000th store worldwide. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 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). Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and recently debuted its 'Inspired New Pizza' - a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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