



Domino's Pizza Pays Homage to Wisconsin, Introduces The Wisconsin 6 Cheese Specialty Pizza

October 18, 2010

Domino's adds to its American Legends specialty pizza line and will give Wisconsinites a free taste in downtown Madison

MADISON, Wis., Oct 18, 2010 /PRNewswire via COMTEX/ --

MADISON, Wis., Oct. 18 /PRNewswire/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, has introduced a brand new pizza to its American Legends(R) specialty pizza line that is sure to be a hit for "cheeseheads" across its namesake state. *The Wisconsin 6 Cheese*, available in Domino's stores across the country, has 82 percent more cheese than a large traditional pepperoni pizza - something all Wisconsinites can appreciate!

Domino's wants everyone in *The Wisconsin 6 Cheese* pizza's home state to try it, and will hold a Domino's Dairy Appreciation event on Wisconsin Avenue in Madison to spread the word. On Tuesday, Oct. 19, from 11 a.m. to 1 p.m., local dairy farmers will join Domino's Pizza on the 200 block of Wisconsin Avenue, just outside the Capitol building. Free samples of *The Wisconsin 6 Cheese* will be available for passers-by to taste.

"With more than 1,400 employees working across more than 70 independently owned stores throughout Wisconsin, Domino's Pizza has a presence here that we want to shout from the rooftops," said Meredith Baker, marketing leader for Domino's Pizza stores in Wisconsin. "We're headed to Wisconsin Avenue in Madison to make sure people here are as proud of *The Wisconsin 6 Cheese* as we are, and we hope to have many locals on hand to give it a try."

Fellow "cheeseheads" will not be disappointed - *The Wisconsin 6 Cheese* is topped with six flavorful cheeses including mozzarella, feta, provolone, cheddar, Parmesan and Asiago, all on a Parmesan and Asiago crust sprinkled with oregano.

Local government officials at the Capitol building have been invited to take a lunch break and try the first expansion of the Domino's Pizza American Legends specialty pizza line, and the first new product launched in 2010.

Wisconsin is also in the limelight thanks to Domino's Pizza's latest unique national advertising campaign. Shot on location at Truttmann Dairy in Blanchardville, the campaign demonstrates that there is only one place that quality Domino's Pizza cheese truly comes from - America's dairy farms.

The spot features real consumers in Wisconsin who believe they are attending a focus group. The consumers are shocked when the "office building" walls they are sitting within collapse, revealing they are actually in the middle of a dairy farm - proving the point that when combined with ingredients from trustworthy growers on handmade pizzas, 100 percent real cheese from America's dairies is a critical component to Domino's Pizza quality.

We would love to hear what you think of The Wisconsin 6 Cheese Pizza via Twitter or Facebook; and if you have any additional feedback or want to try the pizza, feel free to email us at PR@dominos.com.

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 9,097 franchised and Company-owned stores in the United States and over 60 international markets. 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. During the second quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of approximately \$755 million domestically and over \$645 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which it previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 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.

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

Order - www.dominos.com

Mobile - <http://mobile.dominos.com>

Info - www.dominosbiz.com

SOURCE Domino's Pizza