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**FOR IMMEDIATE RELEASE**

## **Domino's<sup>®</sup> Introduces Handmade Pan Pizza**

*New pizza offers fresh alternative to industry's use of frozen dough*

**ANN ARBOR, Mich., Sept. 24, 2012** – The recognized world leader in pizza delivery is taking its biggest step since reinventing its hand-tossed pizza nearly three years ago. **Domino's Pizza (NYSE:DPZ)** today debuts its brand new Handmade Pan Pizza, taking aim at offering the best tasting pan pizza available by giving customers what they have asked for: a crispy golden crust with a great buttery taste – and most importantly, handmade from fresh, never-frozen dough.

"There is a standard out there for pan pizza that we realized could be better," said Patrick Doyle, Domino's Pizza president and chief executive officer. "The reason most people buy a pan pizza is for the crust, and that key component should be fresh, never frozen. But what we think ultimately doesn't matter; I'd encourage customers to taste for themselves."

Domino's is making a grand entrance into pan pizza – a category that makes up one in every five pizzas sold in the U.S. today. In addition to launching the product today in all of its nearly 5,000 stores in the U.S., Domino's will begin a national television campaign on Oct. 1 to promote its Handmade Pan Pizza. The campaign will offer medium two-topping Handmade Pan Pizzas for \$7.99 each, giving fans and consumers a value-inspired way to try it and see how it stacks up versus the pan pizza competition.

"We are proud of the way we have continued to expand and reinvent our menu, and it is safe to say Domino's has not been this excited about a new product since the change to our hand-tossed pizza," said Doyle. "Similar to that, the creation of our Handmade Pan Pizza has been driven by customers telling us how we can continue to improve and become the best."

The golden crispy crust with a buttery taste is only the beginning of Domino's Handmade Pan Pizza – as it also features two layers of cheese and toppings to the edge.

"The proof is in the tasting with this one, and we can't wait for our fans and customers to give our new Handmade Pan Pizza a try," said Doyle.

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

***\*\*Our challenge to the media:*** – let us help you try the new Homemade Pan Pizza and see how it stacks up versus the others! Contact us at [PR@dominos.com](mailto:PR@dominos.com) so we can arrange a delivery.

*(Make sure to include contact information, including phone number.)*

## **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." As of the second quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,924 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$808 million domestically and nearly \$865 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 billion internationally. In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year – making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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