

Contact:
Jamie Annarino
mr-pr
404-312-0799
jamie@mrprat.com



Atlanta's Domino's Delivers Pizza...And Now, Hot, Oven Baked Sandwiches!

ATLANTA – No need to go out of your way to search for a great tasting, hot sandwich. Domino's Pizza is now delivering Oven Baked Sandwiches. Baked at 450 degrees and delivered right to your door, customers are sure to love these delicious sandwiches for an irresistible price — just \$4.99!

Domino's new Oven Baked Sandwiches are available in four varieties:

- **Philly Cheese Steak** – Steak, American and provolone cheeses, onions, green peppers and mushrooms on artisan Italian bread and baked to a golden brown.
- **Chicken Bacon Ranch** – Seasoned all white meat chicken breast, bacon, creamy ranch and provolone cheese loaded on artisan Italian bread and baked to a golden brown.
- **Chicken Parm** – Seasoned all white meat chicken breast, tomato basil marinara, parmesan-asiago and provolone cheeses on artisan Italian bread.
- **Italian** – Slices of pepperoni, Genoa salami, ham, provolone cheese, banana peppers, fresh green peppers and onions on artisan Italian bread.

“Our new Oven Baked Sandwiches are served hot, right out of the oven and made with only the best ingredients,” said Mike Orcutt, owner of Cowabunga, Inc., Domino's Pizza largest single franchisee, based in Atlanta. “With our new selection of sandwiches, we offer our customers a strong variety of meal options — all at a great price. Now you can have fresh, Oven-Baked Sandwiches delivered right to your door.”

Domino's is open for delivery and take-out. Domino's Pizza offers customers a full menu to choose from, including four types of pizza crust (thin, hand-tossed, deep dish and Brooklyn Style), Cheesy Bread, Breadsticks, Buffalo Wings, Domino's Pizza Buffalo Chicken Kickers®, CinnaStix® and Coca-Cola® products.

Or have the new Oven Baked Sandwiches and pizza come to you. Cowabunga, Inc. just added a new mobile pizza kitchen to its fleet, offering off-site production of selected menu items catered for specific events. The self-contained mobile unit is more than 26 feet in length, eight feet wide, eight feet tall and comes equipped with a conveyer gas oven, counter space, three sinks, air conditioning and a friendly Domino's Pizza staff. Cowabunga, Inc. plans to use the unit for festival concessions, parties, tailgating, sporting and fundraising events. For more information or to schedule the Domino's Pizza Trailer for your event, contact Jennifer Wyne at 770-777-2217 ext. 31 or jenniferwyne@cowabungainc.com, or go to www.cowabungainc.com

Customers can call Domino's Pizza to place a carry-out order or order online at www.dominos.com.

About Cowabunga, Inc.

Started in 1989 by Mike Orcutt, Cowabunga, Inc. has 79 locations in Atlanta, Savannah and Columbus, GA, Montgomery, Phenix City, Alex City, Auburn and Opelika, AL and Myrtle Beach, SC.

Cowabunga, Inc. supports the community through local school and church programs and charitable organizations, including Auburn Youth for Christ, the American Red Cross, Bert's Big Adventure, Muscular Dystrophy Association, March of Dimes, Boys and Girls Clubs, Jadan's Ladder and many more. Its Partners Foundation, a non-profit organization of Domino's franchisees formed by Orcutt, was set up to assist team members in times of need. Since its inception, the Partners Foundation has helped thousands of Domino's Pizza team members and their families.

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 franchised system, Domino's operates a network of 8,641 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 \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally. During the first quarter of 2008, the Domino's Pizza® brand had global retail sales of \$1.3 billion, comprised of approximately \$735 million domestically and approximately \$575 million internationally.

Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. Customers can place orders online in English and Spanish by visiting www.dominos.com or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com. Domino's Pizza. You Got 30 Minutes(TM).

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