

## Domino's Asks: Does the Hut Have Pizza Envy?

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Domino's Pizza (NYSE:DPZ) , now offering a \$4 pizza value bundle, responded today to a press release from a competitor that compared its higher \$5 pizza deal to Domino's lower-priced choice. The recognized world leader in pizza delivery had this to say:

We're surprised and delighted that our esteemed competitor has chosen to devote a press release to us. But we must ask - given that a corporation like Pizza Hut spent an entire press release dedicated to talking about size, it makes us wonder: do they have pizza - or pepperoni - envy?

"They seemed to spend a lot of time doing mathematical equations to try to convince customers that they've got the better deal with their 'engineered' product," said Tim McIntyre, Domino's vice president of communications. "Ultimately, we believe it's about the power of the pepperoni. Our 10-inch pizza has 25 percent more pepperoni than their Pizza Mia.\* And, ours is still a dollar cheaper."

Domino's is currently offering the 444 Deal: three 10-inch, one topping pizzas for \$4 each.

\* Domino's 10-inch pizzas have 25 pepperoni each, vs. Pizza Hut's Pizza Mia, with only 20 pepperoni.

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