



## Domino's Pizza Hustles to Prepare for Biggest Day of the Year

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### Domino's consumers vote: 52 percent say Green Bay to win on Sunday

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**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is counting down to kickoff this weekend and training hard to handle a rush in orders. This Sunday's game marks the busiest day of the year for Domino's, as football fans gather to enjoy the competition with pizza, pasta and wings - a sure win in households nationwide.

As the Green Bay and Pittsburgh football teams get ready for their biggest Sunday of the season, the Domino's team anticipates delivering over 9 million pizza slices nationwide on game day.

"Every night in the Domino's stores is a dress rehearsal for big days like Sunday," said Chris Brandon, Domino's Pizza spokesperson. "Our team is ready to tackle the anticipated rush with smart hustle and precision. We're poised and ready to deliver a great game day meal to millions of football fans nationwide."

To see what customers predict for Sunday's matchup, Domino's has been conducting a Facebook poll asking which team users thought would bring home a win on Feb. 6. As of Monday afternoon, more than 15,000 customers responded and 52 percent said they thought Green Bay would come out victorious. Consumers can still have their say by continuing to vote up until game time at [http://bit.ly/DPZ\\_Feb6](http://bit.ly/DPZ_Feb6).

### Domino's Pizza Game Day Stats

Over the years, Domino's has observed how certain game day scenarios seem to affect sales. For instance, sales tend to increase when the game is close and viewers are glued to their TVs. Also, while both the Green Bay and Pittsburgh-area Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.

Pepperoni pizzas are America's favorite every day, and the same should hold true for this Sunday. Domino's anticipates almost 60 percent of pizza orders will be for pepperoni pizzas, with sausage being the second most popular topping. Meanwhile, Domino's delivery drivers will cover up to 4 million miles this Sunday in the U.S. alone.

### **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 9,169 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 third quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 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 hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic-seasoned crust.

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