



Domino's Rings in New Year Serving Up Delectable Fun With New Domino's Dots

December 30, 2003

ANN ARBOR, Mich. - Dec. 30, 2002 - Domino's Pizza, the recognized world leader in pizza delivery, is adding 360 degrees of all-around fun to the traditional pizza meal with the introduction of Domino's Dots. These dots of dough are smothered with a gooey cinnamon and sugar sauce, baked and then topped with more cinnamon and served with a sweet vanilla icing. The result? A warm, crunchy, dotlicious treat for any time of the day!

"Domino's Dots are dots of fun for the whole family whether you dunk them in the icing or pour it right on for a mouth-watering treat," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "With the holidays behind us, families can take a break, stay in and order their favorite pizza and some delicious Domino's Dots - a new cinnamon treat, only from Domino's Pizza, delivered right to your door."

Named after the dots in Domino's Pizza's logo, Domino's Dots are served 12 per order and baked to perfection, served with sweet icing.

Visit www.dominos.com to join the fun online with Domino's Dots Play to Win, where you have a chance to instantly win a big screen TV, Microsoft Xbox gaming console or Domino's gift certificates simply by logging on. Users will be able to play the Scratch and Win Promotion from Monday, January 6 – Sunday, February 23, 2003.

National television and radio advertising for Domino's Dots begins on Monday, December 30, 2002, and runs through Sunday, February 23, 2003.

During Domino's national promotion, consumers can receive an order of Domino's Dots for free when they order any large one-topping pizza for just \$9.99.

Cinnamon Fun Facts:

There are two kinds of cinnamon – Ceylon cinnamon and Cassia cinnamon, both of which are from the dried inner bark of a tree in the laurel family.

Most 'cinnamon' sold in the United States and other countries is the Cassia variety. Cassia has a dark, reddish brown color and a more pungent, bittersweet flavor than the Ceylon, which is buff-colored and mildly sweeter in flavor.

Cinnamon is one of the oldest spices used by man. It was in ancient Egypt over 5,000 years ago. Cinnamon was also used by the Romans in love potions and as perfume.

Cinnamon is one of the flavor components used in cola drinks.

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,138 Company-owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.