



## Domino's Pizza Names Ketchum as Public Relations Agency of Record

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ANN ARBOR, Mich., Nov. 3 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, has selected Ketchum as the company's public relations agency of record, after an extensive review that began in June. Ketchum will provide services to build consumer awareness of Domino's products, services, marketing initiatives and sponsorships, including the company's relationship with NASCAR and St. Jude Children's Research Hospital.

"During this process, we had the opportunity to work with a number of very talented agency teams, but in the final analysis, Ketchum's was by far the most on-target," said Lynn Liddle, Domino's Executive Vice President of Communications and Investor Relations. "Ketchum came to the table with a deep understanding of what we are looking to achieve as a brand, and brought with them some very unique and innovative ideas that will help us get there."

Domino's Pizza began with a list of 30 potential agencies, and invited eight to provide credentials. From that list, three agencies were invited to present to a team that included Domino's Chairman and Chief Executive Officer David A. Brandon; Chief Marketing Officer Ken Calwell; and management representing the company's public relations and marketing teams.

"We challenged the finalists to 'wow' us with innovative ideas that would put Domino's Pizza in front of consumers in a way they'd least expect it," said Liddle. "Of course, the challenge was they also had to come up with an idea that maintained the integrity of the brand. Surprise for the sake of surprise wouldn't cut it. It had to make sense. Ketchum did that best."

"We're immensely proud to be named agency of record for a world-class brand and industry leader like Domino's Pizza," said J. Adaire Putnam, partner and director of Ketchum Midwest. "Our corporate values align well with Domino's values, making this a rewarding win and a great start to what we know will be a successful relationship."

### 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 7,603 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$4.2 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

### About Ketchum

An innovator in communication since 1923, Ketchum delivers seamless service around the globe through its 22 offices and 35 affiliates and associates in North America, Europe, Asia Pacific and Latin America. With its five global practice areas, Brand Marketing, Corporate Communications, Healthcare, Food and Nutrition and Technology, Ketchum offers clients a unique breadth and depth of marketing and corporate communications expertise. A leading global public relations firm and the PRWeek 2002 Agency of the Year, Ketchum is a unit of Omnicom Group Inc. (NYSE: OMC) (<http://www.omnicomgroup.com> ). Additional information on Ketchum, its award- winning work, and past press releases can be found at <http://www.ketchum.com> .

### SOURCE Domino's Pizza

CONTACT: Tim McIntyre of Domino's Pizza, +1-734-930-3563, [mcintyt@dominos.com](mailto:mcintyt@dominos.com)

Web site: <http://www.dominos.com>

<http://www.ketchum.com>

<http://www.omnicomgroup.com>