



Domino's Pizza Delivers for Michael Waltrip Racing

March 7, 2005

'Official Pizza of NASCAR' is Primary Sponsor of No. 99 Busch Series Car in Las Vegas

ANN ARBOR, Mich., March 7 /PRNewswire/ -- Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery and the "Official Pizza of NASCAR," today announced its primary sponsorship of Michael Waltrip Racing's (MWR) No. 99 Busch Series car, which will run in the Sam's Town 300 race in Las Vegas on Saturday, March 12, 2005.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050307/DEM007>)

"Domino's is thrilled to be a sponsor of Michael and the No. 99 Busch Series car," said Ken Calwell, chief marketing officer, Domino's Pizza. "As the 'Official Pizza of NASCAR,' we want fans to recognize that race day is Domino's Pizza day. Smart hustle and careful coordination make for a winning team on the track and in our stores, and our teams are ready to deliver."

The special paint scheme of the car was designed to convey the speed of his car on the track and the speed of Domino's pizza making in its stores. The No. 99 pit crew will be donning gear that matches the paint scheme.

"I'm excited to have a sponsor that consistently delivers winning results," said Waltrip, driver of the No. 99 Busch Series car. "Each weekend, my goal is to deliver a win on the track, just like it's Domino's goal to deliver hot pizzas to hungry race fans."

Domino's Pizza also is an associate sponsor of Dale Earnhardt Inc.'s No. 15 NAPA Chevrolet, which Waltrip also drives in the Nextel Cup Series.

Local Charitable Celebration

To celebrate its primary sponsorship of Waltrip's No. 99 car at the Las Vegas Motor Speedway, Domino's Pizza will make a \$1.00 donation to St. Jude Children's Research Hospital(R) for every order received at any Las Vegas Domino's location on Saturday, March 12, 2005. In honor of the Domino's 555 Deal, three medium one-topping pizzas for \$5.00 each, all local Las Vegas Domino's Pizza stores will participate in the effort to raise \$5,555 for the hospital.

Today's announcement is part of a 2004 deal between Domino's Pizza and Michael Waltrip Racing, which included the primary sponsorship of the No. 99 MWR car at the Sam's Town 250 race in Memphis on Oct. 23, 2004. The car featured a special paint scheme inspired by Stanton, a 3-year-old former patient at St. Jude and his 13-year-old brother Hayden. Sadly Stanton lost his battle with cancer on February 13, 2005.

About St. Jude Children's Research Hospital:

St. Jude Children's Research Hospital is recognized internationally for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, TN, St. Jude freely shares its discoveries with scientific and medical communities around the world.

No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is supported financially by ALSAC, its fund-raising organization. For more information, please visit <http://www.stjude.org> or call 1-800-822-6344.

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 7,757 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 more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is 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>.

SOURCE Domino's Pizza

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

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