



One Small Pizza for Man, One Giant Pizza with Extra Cheese for Mankind; Get the Shuttle Bay Door: It's Domino's

August 4, 2005

ANN ARBOR, Mich., Aug. 4 /PRNewswire/ -- The scene aboard the space shuttle Discovery must have been like something out of a Hollywood blockbuster. "Houston, we have a problem. Our supply of Domino's Pizza is depleted. I repeat, all Domino's Pizza is gone. Do you copy?"

Domino's Pizza copied loud and clear. When astronauts aboard the space shuttle Discovery told The Today Show the one thing they missed most from Mother Earth was pizza, team members from Domino's Pizza, the world recognized leader in pizza delivery, pondered the idea of becoming the galactically- recognized leader in pizza delivery.

"Domino's Pizza wants to figure out a way to deliver pizzas to our brave astronauts aboard the shuttle Discovery," said Holly Ryan, Domino's Pizza spokesperson.

Domino's Pizza is quite aware of the difficulty of delivering pizzas to outer space, so "Plan Beta" involves Domino's Pizza offering to cater a "welcome home" pizza party for the astronauts at the conclusion of their mission.

"While we are the best at pizza delivery, our delivery vehicles aren't yet capable of breaking the earth's gravitational pull," adds Ryan. "That's where NASA comes in. If they'll let us borrow a shuttle, we'll deliver to space. If not, Domino's can deliver to the Discovery's shuttle bay door upon their touchdown."

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 7,878 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, Inc.

08/04/2005

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