



Are You Ready for Some Pizza?; Domino's Pizza Announces Monday Night Football Sponsorship

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ANN ARBOR, Mich., Sept 19, 2005 /PRNewswire via COMTEX News Network/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, announced that it is teaming up with ESPN and ABC Sports to sponsor Monday Night Football (MNF) for a second year in a row. Domino's football sponsorship includes commercials on the MNF broadcasts on ABC, promotional commercials airing in a variety of ABC and ESPN networks, presence on ESPN.com and ESPN radio and full page ads in ESPN The Magazine.

"As football fans across the country tune in to their favorite sport, they are going to see Domino's Pizza commercials, including some of our new Steak Fanatic Pizza ads," said Ken Calwell, Domino's Pizza chief marketing officer. "Football fanatics are also pizza fanatics and there's no better company to deliver a great football/pizza experience than Domino's Pizza."

Additionally, Domino's will deliver to its customers, via millions of box-tops, the Monday Night Football schedule and Domino's franchisees will be invited to participate in a Domino's exclusive Football Fantasy League managed by ESPN.

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(R)." 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.

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