



## Domino's Offers One-of-a-Kind Gift for 'Man Cave' Dwellers

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### Domino's Pizza 'Man Cave Couch' Can Be Yours for \$30,000 (Plus Shipping)

ANN ARBOR, Mich., Dec. 6 /PRNewswire/ -- You might say this is the gift for the "caveman" who has everything. Domino's Pizza offers the ultimate, one-of-a-kind holiday gift: the Domino's Pizza Man Cave Couch. Its price tag: a mere \$30,000 (Plus shipping).

The unique couch's myriad features reflect the desires of pizza-loving sports fanatics, nearly 500 of whom were surveyed about what they wanted in the supreme sports sofa. They went for the classic furnishings of a "man cave," that increasingly popular phenomenon of a dwelling-like area (usually the basement) for today's modern caveman.

The Domino's Pizza Man Cave Couch has it all. It serves as a high-end entertainment and food-and-beverage center where everything is within hairy arm's reach.

The Domino's Pizza Couch features:

- \* two flat panel screen televisions
- \* a DVD player
- \* a mini refrigerator
- \* an Xbox with three controllers
- \* an Electric Red MP3 player
- \* an XM Radio with one year of free service
- \* a NEXTEL cellular phone and a NASCAR headset
- \* two Domino's Pizza Heat Wave hot bags to keep your pizzas warm
- \* a Coca-Cola beverage cooler
- \* a remote control caddy
- \* a bottle opener

All of the couch action can be captured with an included Kodak Easy Share camera. If that's not enough, guys can kick back and enjoy the special reclining option and head rests that double as paper towel holders. To ensure couch-sitters are respectable and presentable when they leave the couch, Old Spice has provided a year's supply of men's deodorant and body spray.

The couch also features the autographs of two-time Daytona 500 winner (and Domino's Pizza Driver) Michael Waltrip and other NASCAR drivers.

The \$30,000 male must-have is available to the first buyer who calls 1-800-521-8274 (ask for Scott Senne between 12-2 p.m. EST on Wednesday, Dec. 14, so devotees of this divan should work on their dialing dexterity. All major credit cards are accepted.

But look before you buy: check out the photographs of the spectacular sports sofa at <http://www.dominos.com> then get ready to be the first caller on Dec. 14!

Some nit-picky details: The purchaser will be responsible for shipping and handling of \$5,000-\$7,000, depending on location (to ensure delivery by Dec. 24), and all sales taxes. The purchaser understands that the couch is a one-of-a-kind, prototype that comes without a warranty and is being sold in "as-is" condition. Hey, think of it as a cave floor model.

About Domino's

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 7,945 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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