



Domino's 45th Year Featured 2 Unique Pizza Launches ... and Donald Trump

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ANN ARBOR, Mich., Dec. 9 /PRNewswire/ --Domino's Pizza (NYSE: DPZ) marked its 45th year in unusual fashion during 2005. This was the year the recognized world leader in pizza delivery did something no other international pizza company had done before: introduce both cheeseburgers and steak as toppings for America's favorite food.

First, Domino's used its March appearance on the highly-rated NBC series, "The Apprentice," and celebrity businessman Donald Trump to introduce the American Classic Cheeseburger pizza. The Domino's Pizza/Donald Trump commercials made enough of a splash that the company was honored to be featured in a parody spot on "Saturday Night Live" in April.

In September, the company "mooved" in a different direction and introduced Steak Fanatic Pizza, an indulgent product featuring two kinds of steak and two cheeses, together with roasted onions, which is available now through the end of the year.

Today is the 45th anniversary of the company's founding, on Dec. 9, 1960, and 2005 marked its first anniversary (July 14) as a public entity, with shares trading on the New York Stock Exchange. Domino's Pizza shares increased 70% during its first year of trading. Today, there are 7,945 Domino's Pizza stores operating in 55 countries.

Other 2005 milestones included the opening of the 400th store in both Australia and the United Kingdom, and anniversaries such as the 20th year of operation of Domino's Pizza stores in Japan and the UK. In August, Domino's Pizza also took its "Official Pizza of NASCAR" status a notch higher by sponsoring the first-ever Domino's Pizza 250 Busch Series race at Michigan International Speedway.

In the aftermath of the destruction of Hurricane Katrina in Louisiana and Mississippi, Domino's Pizza franchisees and team members came together with the corporation to establish mobile "community" stores stationed in strategic locations. Those stores made and donated more than 40,000 pizzas to rescue workers, military personnel, police, firefighters and citizens displaced by the savage storm.

"This has been a very special year for Domino's Pizza," said Chairman and Chief Executive Officer David A. Brandon, whose leadership led to Domino's World Resource Center in Ann Arbor being named one of Michigan's Coolest Places to Work, by Crain's Detroit Business and the Grand Rapids Business Journal.

"Unique product launches, our association with Donald Trump, and our continued focus on customer service and store growth were certainly among the many highlights this milestone year," Mr. Brandon said. "At the same time, I'm inspired and moved by the caring nature of our team members and franchisees, who selflessly came to the aid of their peers and the community at large, in the wake of a devastating natural disaster. That example alone speaks to the heart and soul of the people of Domino's Pizza."

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 7,945 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 in Spanish, can be found on the web at www.dominos.com.

SOURCE Domino's Pizza, Inc.

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