



## **Domino's Pizza and Michigan International Speedway Team Up to Deliver for Midwest Race Fans; Domino's Searches for the Ultimate NASCAR Dad**

June 7, 2006

Domino's the 'Official Pizza' of the 2006 & 2007 Race Seasons

ANN ARBOR, Mich., June 7 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, today announced its official partnership with Michigan International Speedway (MIS) as the Presenting Sponsor for the 2006 & 2007 race seasons. Now, Domino's will become the "Official Pizza" of MIS.

"When Domino's became the 'Official Pizza of NASCAR,' it was always our intent to grow and maximize our participation in the sport," said Ken Calwell, Domino's chief marketing officer. "Now, with three years under our belt and a wealth of knowledge in maximizing our sponsorship, a partnership with MIS in our hometown makes sense."

To share in the excitement of the beginning of a new season at MIS and to officially kick off Father's Day weekend, Domino's is holding a contest to reward the "Ultimate NASCAR Dad" with season tickets to all MIS racing events. To enter, contestants must submit a 250 word or less essay on "Why My Dad is the Ultimate NASCAR Dad" to [ultimatenascardad@ketchum.com](mailto:ultimatenascardad@ketchum.com) by 11:59 p.m. EDT on June 12, 2006. Entrants must be 18 years of age or older and must be legal residents of Michigan, Indiana, Illinois, or Ohio at time of entry. The winner, as judged by Domino's Pizza, will receive a set of four grandstand season tickets to all eight racing events during the 2006 MIS season (winners are responsible for their own travel arrangements). In addition to the essay, all entries must include the entrant's name, address and date of birth. Official contest rules are available on Domino's Web site at <http://www.dominos.com/Public-EN/Extras/NASCAR/>. The winner will be notified on or about June 14, 2006.

"We are thrilled to continue to grow our partnership with an Ann Arbor based company with such a strong national brand," said MIS President Brett Shelton. "I know our race fans will continue to enjoy Domino's Pizza while they root for their favorite drivers."

"NASCAR fans have voted Domino's Pizza number one with their wallets in terms of pizza brand loyalty, and MIS has been a great partner in our quest to continue to activate our sponsorship and build sales," said Calwell. "We experienced tremendous results from the Domino's Pizza 250 Busch series race last August and are equally excited to see the same positive impact as a result of this new relationship."

### 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 8,079 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand has been named a Megabrand by Advertising Age magazine, and had global retail sales of nearly \$5.0 billion in 2005, comprised of approximately \$3.3 billion domestically and \$1.7 billion internationally. Domino's Pizza has been 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 [www.dominos.com](http://www.dominos.com).

### About Michigan International Speedway

Michigan International Speedway is a wholly-owned subsidiary of International Speedway Corporation, a leading promoter of motorsports activities in the United States, currently promoting more than 100 events at 12 major motorsports facilities annually. To purchase tickets to events at MIS, or for more information, log onto [www.MISpeedway.com](http://www.MISpeedway.com) or call the MIS ticket hotline at 1-800-354-1010.

### SOURCE Domino's Pizza

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