



Domino's Pizza Delivers Title Sponsorship for the First-Ever California State Domino Championship

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Pizza Delivery Leader Says, "Play Dominoes, Eat Domino's"

POMONA, Calif., Sept. 18 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, "spots" a winning combination when they see one -- Domino's Pizza and the game of dominoes. Domino's Pizza today announced its title sponsorship of the first-ever California State Domino Championship. The tournament will be held September 22 and 23 from 11 a.m. to 6 p.m. at the Fairplex Park Grandstand at the Los Angeles County Fair.

"The buzz around the game of dominoes is building and there is an obvious synergy between this emerging game and Domino's Pizza," said David A. Brandon, chairman and CEO of Domino's Pizza. "We are excited to be the Official Pizza of the California State Domino Championship and are proud to support our new favorite game -- the game of dominoes."

Domino's will be hosting a Media and Hospitality Suite at the Sheraton Suites Fairplex, located at 601 McKinley Ave. in Pomona. In the suite, members of the media and domino participants can enjoy fresh, hot Domino's Pizza, new oven-baked Brownie Squares and the opportunity to see and enjoy Domino's Man Cave Couch -- the official "entertainment center" for couch-dwelling sports fans.

The Domino's Man Cave Couch comes complete with the following:

* A Domino's HeatWave(R) hot bag system mounted on a manually operated arm, to keep the pizza piping hot and always within reach while fans watch the tournament

- A mini refrigerator built into the couch armrest
- Three paper towel headrests to keep fans comfortable and clean all at once
- Automatic reclining option
- Two flat screen TVs on swing arms
- An Xbox(R) with three controllers and an Xbox NASCAR(R) video game
- An electric red MP3 player and car stereo speakers built into the couch
- DVD player

* A megaphone with a custom holster to cheer on your favorite player and to playfully taunt their rivals

- Coca-Cola(R) beverage cooler built into the couch armrest
- Kodak(R) digital camera to capture all Man Cave Couch memories
- Remote control caddy
- Bottle opener

More than 200 dominoes players from across the United States are scheduled to participate in the first-ever tournament. The doubles tournament will be played on Friday, September 22 and the singles tournament will be played on Saturday, September 23. The cost to participate in the tournament is \$75 per person and walk-up registration is \$80. Players that participate in both the singles and the doubles tournament can sign up for \$125. To reserve a spot in the tournament, contact Moses Bell, president and CEO of Ah! Penny Short at (909) 875-4611.

First place winners will receive \$500 in Domino's Pizza gift certificates and a Domino's prize pack, trophy and a seven-day, six-night Las Vegas dream vacation including limo transportation, airfare, hotel and meals. Second place winners will receive \$200 in Domino's Pizza gift certificates and Domino's prize pack, trophy and a \$350 betting voucher to use for the horse races at the fair. Raffle ticket winners will receive an all expense paid weekend get-away to Palm Springs. All players will receive a gift basket, raffle ticket and \$10 voucher redeemable at the horse races.

As part of its title sponsorship, players and participants will see the Domino's Pizza logo throughout the Fairplex Park Grandstand -- from posters and banners to the playing tables. There will even be the Domino's logo engraved on all of the dominoes.

Celebrity domino tournament participants include Antwon Tanner (from the motion picture "Coach Carter" and hit CBS show "CSI"), Ken Lawson (from the former UPN show "The Parkers"), Travis Newsome (three-time World Domino Champion) and Jay King (Commissioner, Professional Domino Association).

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 8,190 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 <http://www.dominos.com> .

SOURCE Domino's Pizza, Inc.

NOTE TO EDITORS: Media are invited to watch California's best domino players compete in this first-ever tournament and enjoy the Domino's Pizza Media and Hospitality Suite.

For more information, please contact Domino's Pizza's PR Specialist, Chantele Telegadas at (734) 474-3346.

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