



## Domino's Pizza Gets Ready to Kick-Off Next Sunday's Football Game

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**Domino's Team Gears Up to Deliver 1.2 Million Pizzas on one of Its Busiest Days of the Year** ANN ARBOR, Mich., Jan 25, 2008 /PRNewswire via COMTEX News Network/ -- Yards won't be the only things being rushed on Super Bowl(R) Sunday-Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, will be rushing pizzas out the door as it contends with one of its busiest days of the year.

As the New York and New England football teams get ready for their biggest Sunday of the season, the Domino's team anticipates delivering more than 1.2 million pizzas nationwide on game day-a third more than a typical Sunday.

"Every night in the Domino's stores is a dress rehearsal for Super Bowl Sunday," said Patrick Doyle, president of Domino's USA. "Our team is ready to tackle the anticipated rush with smart hustle and precision. We're poised and ready to deliver a great game-day meal to millions of football fans nationwide."

### Domino's Pizza Game Day Sales Stats

Over the years Domino's has observed how certain Super Bowl scenarios seem to affect sales on game day. For instance, sales tend to increase when the game is close and viewers are glued to their TVs. Also, while the New York and Boston-area Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.

### Other Interesting Facts:

- If New England defeats New York, Domino's expects to see a higher sales increase in the cities of other major AFC teams, and vice versa.
- Domino's will deliver around 250,000 pizzas every quarter.
- Pepperoni-topped pizzas are America's favorite every day and the same holds true for Super Bowl Sunday. Domino's anticipates almost 60% of pizza orders will be for pepperoni pizzas, with sausage being the second most popular topping.
- Domino's delivery drivers will cover up to 4 million miles on Super Bowl Sunday in the U.S. alone.
- Domino's typically sees an increase in orders just before kick-off and just before halftime.

### You Got 30 Extra Minutes on Game Day

To gain a better understanding of the value of 30 minutes on game day, Domino's commissioned an iCommunity(TM) survey of 200 self-professed pizza lovers with Gongos research company. According to the survey, sleeping is the single most popular way to spend the gift of 30 minutes. Other popular ways to spend the extra time include: socializing with friends, reading, going outside and cleaning.

### 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 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$725.7 million domestically and approximately \$510.7 million 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)." Customers can place orders online in English and Spanish by visiting [www.dominos.com](http://www.dominos.com) or from a Web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the Web at [www.dominosbiz.com](http://www.dominosbiz.com). Domino's Pizza: You Got 30 Minutes.

Media representatives are invited to visit a local Domino's store and witness the rush for Domino's Pizza before kick-off. Please call Stacey Bednarski at 734-930-3274 to coordinate.

SOURCE Domino's

<http://www.dominos.com>