



Domino's 'Leaps' at Chance to Welcome Newborns Named Brooklyn

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ANN ARBOR, Mich., Feb. 25 /PRNewswire/ -- While storks deliver bundles of joy to families, Domino's Pizza delivers the birthday party. In honor of Domino's BRKLYN (Brooklyn-style pizza), Domino's Pizza, the recognized world leader in pizza delivery, will throw a pizza party for every family that names their child born on Feb. 29, 2008, Brooklyn. Additionally, the family of the first child named Brooklyn born in the continental U.S. on Leap Day will receive \$1,000 in pizza gift certificates. All forms of the spelling Brooklyn will be accepted.

"Leap Year babies beat the odds by being born on February 29, a day that rolls around only once every four years," said Jenny Fouracre, Domino's Pizza spokesperson. "We think they are very special and deserve a memorable birthday with a good story about how they were named. What a lucky group - they will be 10 when most people born the day before or after them are 40."

On any given day, an average of 11,000 babies are born in the United States. Those born on Feb. 29, 2008, will share birthdays with several celebrities, including actor Antonio Sabato, Jr., rapper JaRule and actress Dinah Shore, among others.

Consumers who name their child Brooklyn (who is born on February 29) should contact Chantele Telegadas at 734-930-3451 or chantele.telegadas@dominos.com. Consumers will be asked to present a copy of their child's birth certificate clearly stating their child's name, time of birth and the birth date as Feb. 29, 2008. The birth certificate that has the earliest time of the birth posted on it will receive \$1,000 in pizza gift certificates. Other babies named Brooklyn on Leap Year will receive a Brooklyn-style pizza party.

"We're celebrating everything "Brooklyn" with the introduction of The BRKLYN," said Fouracre. "We created this promotion to honor Leap Year babies and their families whose love of the old neighborhood inspired them to name their children after it."

Whether you are a Leap Year baby named Brooklyn or not, all customers can enjoy a large, one topping BRKLYN pizza for just \$9.99.

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 or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com. Domino's Pizza: You Got 30 Minutes.

SOURCE Domino's Pizza 02/25/2008 CONTACT: Chantele Telegadas of Domino's Pizza, +1-734-930-3451 Chantele.telegadas@dominos.com Web site: <http://www.dominos.com> (DPZ)