



Domino's Pizza(R) and the National Fire Protection Association Team Up to Deliver Home Fire Prevention Message

September 22, 2008

New Oven Baked Sandwiches Declared the Official Sandwich of Fire Safety

ANN ARBOR, Mich., Sept. 22 /PRNewswire/ -- Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, is partnering with the National Fire Protection Association (NFPA) to deliver the message of home fire prevention to its customers across the country. Domino's expedites approximately 1 million deliveries each day and now, in observance of National Fire Prevention Week (Oct. 5 - Oct. 11) and its "prevent home fires" theme, the deliveries will include the message of fire safety.

According to NFPA, cooking fires are the number one cause of home fires and home fire injuries. Domino's Pizza not only applies NFPA's recommendations at its stores but will extend that knowledge to its customers by delivering NFPA's fire safety tips on pizza box-toppers, in email communications and blogs sent out by NFPA, among other marketing materials. David A. Brandon, chairman & CEO at Domino's Pizza, will also deliver a podcast on the initiative during firepreventionweek.org.

"We have been working to promote fire safety at a community level for years," says Brandon. "Now, through our partnership with the National Fire Protection Agency and to celebrate the launch of our new Oven Baked Sandwiches, we are raising national awareness for these important issues and delivering a stronger message."

An estimated 890 lives could be saved each year if all homes had working smoke alarms. As part of the campaign, customers who order from participating Domino's Pizza stores during National Fire Prevention Week and throughout the entire month of October, may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries and/or smoke alarm and leave the home with a fully functioning fire safety device. All deliveries made aboard a fire engine will come with a free sample of Domino's new Oven Baked Sandwiches, which launch nationally on Sept. 22, and fire safety tips, courtesy of NFPA.

"NFPA has taken the lead in public fire safety outreach by serving as the official sponsor of Fire Prevention Week for 86 years," says James M. Shannon, president of NFPA. "The annual public awareness and safety commemoration, which is proclaimed by the President of the United States each year, is observed by fire departments in the U.S. and Canada to mark the anniversary of the Great Chicago Fire of 1871. We are happy to include Domino's Pizza as a partner for this year's activities and to increase the reach of our fire safety messages."

Find your local Domino's Pizza by going to www.dominos.com. Domino's Pizza offers customers a full menu to choose from, including four types of pizza crust (thin, hand-tossed, deep dish and Brooklyn Style), Oven Baked Sandwiches, Cheesy Bread, Breadsticks, Buffalo Wings, Domino's Pizza Buffalo Chicken Kickers(R), CinnaStix(R) and Coca-Cola(R) products. Make sure to look on your Coca-Cola(R) drink carrier for coupons for \$1 off your next battery purchase at Best Buy stores. If you do not have the opportunity to order Domino's during the month of October, please at least make sure to change the batteries on your smoke detector for a discounted price.

About Domino's Pizza(R)

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 locally-owned and operated franchised system, Domino's operates a network of 8,671 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally. During the second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. 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(TM).

About NFPA

NFPA has been a worldwide leader in providing fire, electrical, building, and life safety to the public since 1896. The mission of the international nonprofit organization is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. Visit www.firepreventionweek.org for more safety information.

SOURCE Domino's Pizza 09/22/2008 CONTACT: Chantele Telegadas of Domino's Pizza, +1-734-930-3451 Chantele.telegadas@dominos.com /Web site: <http://www.dominos.com> <http://www.firepreventionweek.org> (DPZ)