



## Just a Click Away...Domino's Makes Your Thanksgiving Eve Day

November 24, 2009

### Domino's finds consumers to be staying home this holiday season

ANN ARBOR, Mich., Nov. 24 /PRNewswire/ -- Domino's Pizza® (NYSE: DPZ), the recognized world leader in pizza delivery, partnered with Involver.com to ask customers on Facebook what they had planned this holiday season. With more than 800 responses, Domino's® found that 41 percent plan to stay home this holiday season, while 36 percent said they would be traveling to see their family. Regardless where consumers will be on Thanksgiving Eve, Domino's is helping take the stress out of the holidays.

"We know that a lot of people are preparing to spend most of the day Thursday in the kitchen and don't want the hassle of spending time cooking and cleaning up on Wednesday," said Domino's Pizza spokesperson, Chris Brandon, "Domino's is the perfect solution...a great meal to serve to your guests, requires no preparation and it's very little clean-up."

Domino's also asked consumers what toppings would entice them to make Domino's Pizza a part of their traditional Thanksgiving Day football feast. With more than 1,000 responses, 40 percent opted in for Pumpkin Pie while 30 percent said, "What else? Turkey and Gravy of course!" About 20 percent even got creative and thought Domino's should use existing toppings like Italian Sausage to make Domino's own version of Thanksgiving stuffing.

Traditionally, Thanksgiving Eve ranks as one of the top five busiest days for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Halloween, New Year's Eve and New Year's Day.

Brandon added, "The added convenience of delivery on Thanksgiving Eve makes it that much more attractive, and not to mention, Domino's offers Oven Baked Sandwiches and BreadBowl Pasta for the non-pizza eater of the group and even Chocolate Lava Crunch Cakes for desert."

To locate a local Domino's store or place an order online, please visit [www.dominos.com](http://www.dominos.com).

#### About Domino's Pizza®

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 8,886 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza® brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion internationally. During the third quarter of 2009, the Domino's Pizza® brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI).

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