



Domino's Pizza NCAA® March Madness® Game Adds to The Big Dance® Excitement

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Official Pizza of the NCAA® giving Facebook fans the chance to win trip for two to the 2013 NCAA Men's Final Four®

ANN ARBOR, Mich., March 21, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ)**, the recognized world leader in pizza delivery and Official Pizza of NCAA March Madness, is giving fans another reason to follow the matchups, upsets and advancements of the 2012 NCAA Division I Men's Basketball Championship. Since the Second Round, consumers have been selecting their favorites to win through the Domino's Pizza *Road to Domination* game - and the results are in: Domino's fans are making layups with a 61.5 percent success rate.

Players participating in *Road to Domination* win not only bragging rights - but for every correct pick throughout The Big Dance, customers are entered for a chance to win either a free order of 16-piece Parmesan Bread Bites or a free 20-ounce bottle of Coca-Cola Zero. Each round also gives players increasing chances to win a trip for two to the 2013 NCAA Men's Final Four.

"The excitement of NCAA March Madness continues, and as the Official Pizza of NCAA March Madness we're thrilled to celebrate with our fans," said Chris Brandon, Domino's Pizza spokesperson. "*Road to Domination* is a great way to interact with basketball fans as they make their best selections - and Domino's is happy to reward winners with great-tasting Parmesan Bread Bites or Coke Zero."

While teams continue through The Big Dance, Domino's in Raleigh, N.C., is winning - in pizza sales, that is. Domino's stores in Raleigh have sold more pizzas during NCAA March Madness thus far than any other city of a team in the NCAA Sweet 16®.

The NCAA Men's Final Four is typically a busy time for Domino's, as last year's tournament was one of the company's top five Saturdays in terms of sales. During both game days combined last year, Domino's sold more than 1.7 million pizzas - enough to hand 32 pizzas to each person walking into the arena to attend the NCAA Men's Final Four in New Orleans this year.

"As friends and family gather around the TV to cheer on their favorite teams - or bracket picks - it's a perfect occasion for Domino's to deliver," said Brandon. "In nearly 5,000 stores across the U.S., our team is ready to take the floor with a 'full-court press' at all times. There won't be any upsets as long as Domino's delivers a great game time meal to millions of fans nationwide."

Other game time facts:

- The 1.7 million pizzas sold during the 2011 NCAA Men's Final Four games would stretch across more than 20,000 basketball courts.
- Domino's Pizza would need to stack 69 pizza boxes to reach the hoop from the floor of a basketball court.
- It would take Domino's Pizza over 4,500 pizza boxes to cover a 4,600 square foot basketball court.

Basketball and pizza fans alike can check out the Domino's Pizza *Road to Domination* game by visiting www.facebook.com/dominos.

NO PURCHASE NECESSARY. Open only to legal residents of the 48 contiguous United States (and D.C.) at least 13 years or older. Ends 4/2/12 at 8 p.m. ET. To enter and for Official Rules, including odds and prize descriptions, visit www.facebook.com/dominos. Void in AK, HI and where prohibited.

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." As of the fourth quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,742 franchised and Company-owned stores in the United States and over 70 international markets. During the fourth quarter of 2011, Domino's had global retail sales of nearly \$2.2 billion, comprised of \$1.1 billion domestically and over \$1.1 billion internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of nearly \$3.4 billion domestically and over \$3.5 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

Order - www.dominos.com

Mobile - <http://mobile.dominos.com>

Info - www.dominosbiz.com

Twitter - <http://twitter.com/dominos>

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Domino's partnership with NCAA Corporate Champion Coca-Cola grants the company rights to numerous NCAA properties and trademarks, including NCAA® March Madness®.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions--AT&T, Capital One and Coca-Cola--and the following elite companies as official Corporate Partners--Allstate, Buick, Enterprise, Infiniti, LG, Lowe's, Northwestern Mutual, Reese's (Hershey's), Unilever, UPS and Wheat Thins (Kraft).

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