



Domino's Leaps at Chance to Welcome Newborn 'Dots'

February 20, 2004

ANN ARBOR, Mich. - February 20, 2004 – While the stork delivers a bundle of joy to families, Domino's Pizza delivers the birthday party. Domino's Pizza, the recognized world leader in pizza delivery, will throw a pizza and Cheesy Domino's Dots party for every family that names their child born on February 29, 2004, either Dorothy or Dot. Additionally, the family of the first child named Dorothy or Dot born in the continental U.S. on Leap Day will receive free pizza for a year.

"Leap Year babies beat the odds by being born on February 29, a day that rolls around only once every four years," said Holly Ryan, Domino's Pizza spokesperson. "We think they are very special and deserve a memorable entry into the world 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 to families in the United States. Those born on February 29, 2004, will share birthdays with several celebrities, including actor Antonio Sabato, Jr., National Hockey League player Simon Gagne, rapper JaRule and actress Dinah Shore, among others. Also, the 2004 Academy Awards will be held on February 29, 2004, in Los Angeles. While stars will receive gold statues, families that name their Leap Year baby Dorothy will receive golden Cheesy Domino's Dots.

Consumers who name their child born on February 29th Dorothy or Dot should contact Samara Finn at 212.554.7434 or sfynn@vorhaus.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 February 29, 2004. The birth certificate that has the earliest time of the birth posted on it will receive a pizza party and pizza for a year (\$1,000 of pizza gift certificates). Other babies named Dorothy or Dot on Leap Year will receive a pizza and Cheesy Domino's Dots party (up to \$50). (See [Official Rules](#)).

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,332 Company-owned and franchised stores in the United States and more than 50 countries. Domino's Pizza, named a Megabrand by Advertising Age, had corporate and franchise store sales of nearly \$4 billion in 2002. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.