



Domino's Pizza Rolls Out Cheesy Domino's Dots, Names Cheesiest Reality Show!

February 2, 2004

Ann Arbor, Mich., February 2, 2004 - Domino's Pizza, the recognized world leader in pizza delivery, today announced the national launch of new Cheesy Domino's Dots™, with a tied-in survey of the cheesiest reality television has to offer. When it comes to Domino's Pizza, the cheesier the better.

Since Americans can't seem to get enough cheese, Domino's Pizza asked America to cast their votes about cheesy reality television:

- Nearly 1 in 3 Americans (28%) agree that the show that oozes the most cheese is FOX's *Temptation Island*.
- NBC's *Joe Millionaire* came in second with 22% of the votes
- FOX's *Average Joe* was third with 12%

With lines like "It is the simplicity of your complexity that's the catalyst of my infatuation" (said by *Average Joe* Tareq, to Melana, the beauty) and "You're sparkly...just like your personality" (courtesy of Rob Campos, contestant on NBC's *For Love or Money*), it's no wonder America thinks cheese at the mention of reality TV.

As for new Cheesy Domino's Dots, no vote is necessary to know that Domino's adds 360 degrees of cheesy, zesty, all-around fun to the traditional pizza meal with the introduction of its newest side dish. Named after the dots in the Domino's Pizza logo, Cheesy Domino's Dots are small, round balls of cheesy, zesty, delicious bread, covered with a blend of lots and lots of melted Colby and Monterey Jack cheeses and then sprinkled with Domino's delicious garlic and romano cheese seasoning. Cheesy Domino's Dots are served 12 per order, with a side of marinara sauce to round off the delectable taste.

"At Domino's, we applaud cheesy. A separate internal poll** of Domino's team members mirrored the consumer reality show survey exactly, with about a third saying *Temptation Island* was the cheesiest. FOX's *My Big Fat Obnoxious Fiancé* also got numerous write-in votes," said Holly Ryan, Domino's Pizza spokesperson. "We're very excited to roll out Cheesy Domino's Dots nationwide, perfect for ordering with a pizza as you sit down with friends to watch your favorite reality show."

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.

Note to Media: We invite you to try new Cheesy Domino's Dots. Please contact Jaime Marland who will connect you with the nearest Domino's Pizza store.

*1,190 people polled by Impulse Research

**184 respondents polled by Domino's Pizza via internal Zoomerang survey

NOTE: Domino's Pizza is neither endorsed by or produces or has any connection with the TV programs or persons in this release.