



## Domino's Announces Primary Sponsorship with Michael Waltrip Racing

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ANN ARBOR, Mich., Oct. 15 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and the "Official Pizza of NASCAR," today is announcing its primary sponsorship of the #99 Michael Waltrip Racing (MWR) Busch Series car which will run in the Sam's Town 250 race, benefiting St. Jude, in Memphis on October 23. The car's special paint scheme was inspired by Stanton, a 3 year-old patient at St. Jude Children's Research Hospital(R), and his 13 year-old brother Hayden. Domino's and MWR, in conjunction with this race, have pledged to raise money for St. Jude, one of the world's premier centers for research and treatment of catastrophic diseases in children.

Following the race, Domino's and MWR will offer for sale die-cast cars with the winning paint scheme at the races and online at <http://www.dominos.com> . All royalties from the selling price of the merchandise will be donated to St. Jude. Additionally, Domino's and MWR will auction off several autographed items on eBay including Michael Waltrip's helmet; a replica of the hood; and die-cast cars with proceeds going to St. Jude.

"St. Jude is a highly-respected pediatric medical facility that provides exceptional patient care to thousands of children each year," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "We hope this race will not only raise funds for St. Jude, but also help build awareness for this very special organization."

In July, Domino's held a pizza party with the St. Jude children to kickoff a coloring contest to design the car paint scheme. Over 75 patients submitted their artwork for consideration. Domino's and Michael Waltrip reviewed the entries and picked the one that best represented the Domino's Pizza brand.

"Stanton and his brother's design caught my attention right away," said Michael Waltrip. "As soon as I saw the pepperoni pizza slices around the Domino's logo on the hood and on the sides of the car, I knew we had a winner."

Representatives from Domino's Pizza and Michael Waltrip unveiled the car at a press conference held today in Charlotte, N.C. with Stanton, his family, and representatives from St. Jude.

### 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 franchised system, Domino's operates a network of approximately 7,500 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$4.2 billion in 2003. 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 <http://www.dominos.com> .

### SOURCE Domino's Pizza

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