



Domino's Pizza(R) Searching for Pizza Proposals This Valentine's Day

February 8, 2005

ANN ARBOR, Mich., Feb. 8 /PRNewswire/ -- Not only is love in the air, but so is the aroma of pizza. This Valentine's Day, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is looking for those romantic individuals who proposed over pizza and a movie.

While Domino's is sponsoring E! Entertainment Television's Valentine's Day Special, "Jackie Collins Presents: Hitched in Hollywood," the company also wants to honor romantic couples who don't appear on the big screen. Domino's has opened a nationwide search to identify those who have popped the question while enjoying two of America's great pastimes -- eating a pizza and watching a movie.

"Pizzas and movies are such important American traditions," said Holly Ryan, Domino's spokesperson. "We're looking to reward someone who made these two popular items a unique part the wedding proposal."

As part of the Domino's contest, entrants are encouraged to submit a brief description (up to 50 words) about their proposal over pizza and a movie to dominosproposal@ketchum.com by Feb. 14. One winner will receive a year of pizza deliveries from Domino's (\$1,000 in gift certificates), including coupons for specials like the 555 Deal and the 2XTuesday offer. The winner will also receive movie rentals for a year (\$250 value).

Complete contest rules and entry guidelines are available at <http://www.dominos.com> .

"Jackie Collins Presents: Hitched in Hollywood" will air on E! on Feb. 14 at 9 p.m. ET.

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 7,603 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 "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is 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

02/08/2005

CONTACT: Holly Ryan of Domino's Pizza, +1-734-604-3674

Web site: <http://www.dominos.com>

(DPZ)

[Click here for the official rules.](#)