



## Domino's Pizza and Car Tunes on Parade Team Up to Celebrate Detroit with Pizzazz

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### Rock on Detroit!

ANN ARBOR, Mich., July 27 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, and CarTunes on Parade are partnering to sponsor a contest to encourage metro Detroiters to visit the colorful CarTunes sculptures and celebrate all things Detroit.

From today through August 26, 2005, when residents of Wayne, Oakland, Macomb, Washtenaw and Livingston counties visit the Domino's Pizza sponsored "Rock On" car they have an opportunity to win pizza for a year\*. Here's how:

1. Download an official entry form and contest rules from the CarTunes on Parade Web site at <http://www.cartunesonparade.org> .
2. Visit the Domino's Pizza sponsored "Rock On" Detroit car located in Hart Plaza in downtown Detroit. Take a picture with the car.
3. Fill out your "Top 10 Reasons Why Detroit Rocks" on the official entry form.
4. Mail in the completed entry form and your picture with the car to Domino's Pizza at:

Domino's Pizza  
Attn: Corporate Communications, "Rock On" Contest  
30 Frank Lloyd Wright Drive  
Ann Arbor, MI 48106

All entrants will receive a buy one large, one topping Domino's pizza; get a second large, one-topping pizza free coupon just for entering. The entry with the best top 10 list as determined by Domino's Pizza wins pizza for a year.

"Domino's Pizza is excited to support a great community-building art exhibit like CarTunes on Parade," said Domino's spokeswoman Holly Ryan. "CarTunes is a fantastic celebration of art, music, and Detroit culture. We encourage metro Detroiters to see the cars and celebrate the many reasons why Detroit Rocks for a chance to win a year's worth of pizza."

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 7,799 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 more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. 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(R)." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

\* \$1,000 in Domino's Pizza gift certificates.

SOURCE Domino's Pizza, Inc.  
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