



## **Get the Door! - It's NASCAR Driver Michael Waltrip and Domino's CEO David Brandon Delivering Excitement in Ann Arbor**

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ANN ARBOR, Mich., Aug. 17 /PRNewswire/ -- One lucky Ann Arbor Domino's Pizza (NYSE: DPZ) customer discovered more than the Domino's Pizza delivery driver at her door today -- she found NASCAR driver Michael Waltrip and Domino's Pizza Chairman and CEO David A. Brandon.

Domino's customers who placed an order at local Domino's Pizza stores early this afternoon had the chance to have their pizza delivered by two big cheeses -- Waltrip and Brandon -- in a replica of Waltrip's No. 99 Busch Series race car. Along with her "Big Cheese" delivery, Stacy Johnson also received two tickets to Saturday's, NASCAR Busch Series Domino's Pizza 250; two tickets to Sunday's Nextel Cup Series race at Michigan International Speedway; and a NASCAR prize package that included merchandise autographed by Waltrip and free Domino's Pizza for one year.

Prior to the "Big Cheese" delivery, Brandon and Waltrip unveiled the Domino's Pizza 250 trophy, which will be presented to the winner of the NASCAR Busch Series race on Saturday at Michigan International Speedway. The two also unveiled Waltrip's No. 99 Domino's Pizza Chevrolet, which will run in the Domino's Pizza 250. The unveiling was made during a special event for Domino's Pizza staff at the company's World Resource Center in Ann Arbor, Mich.

"The real big cheese here is our Domino's customer," said Brandon. "Satisfying our customers with a hot, fresh, great-tasting delivered pizza is what Domino's is all about and we had fun surprising Stacy today."

### **Race Day Festivities**

On Saturday, Brandon will be the Grand Marshal of the Domino's Pizza 250, belting the famous words, "Gentlemen, start your engines!" Additionally, Domino's Pizza held a special search for its best local delivery driver and picked Seth Partaka from Oxford, Mich., to deliver the Green Flag and the new Domino's Steak Fanatic Pizza to the official starter of the Domino's Pizza 250, Domino's Pizza franchisee Ray Sellers.

Domino's is also a presenting sponsor of the "Tailgate of a Lifetime" post race party and will give away a free slice of pizza to the first 15,000 NASCAR fans in attendance, and host a pepperoni pizza topping challenge in the Domino's Pizza display area.

### **Domino's Per-Pie-Donation**

In honor of Domino's primary sponsorship of Waltrip's No. 99 Busch series car for the Domino's Pizza 250 at Michigan International Speedway, Domino's is teaming up with Waltrip to help raise money for St. Jude Children's Research Hospital(R) on race day.

Domino's Pizza will make a \$1 donation to St. Jude for every order received at participating Ann Arbor, metro Detroit or Lansing area Domino's location on Saturday, August 20, 2005. In honor of the Domino's Race Day 555 Deal (three medium one-topping pizzas for \$5.00 each), all local surrounding Domino's Pizza stores will participate in the effort to raise \$5,555 for the hospital.

"What tastes better than a slice of pizza that benefits a worthy cause?" Brandon asks. "Domino's is proud to partner with Michael Waltrip Racing to raise money for 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 7,878 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." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com>.

### **About St. Jude Children's Research Hospital:**

St. Jude Children's Research Hospital is recognized internationally for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tennessee, St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for St. Jude treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is supported financially by ALSAC, its fund-raising organization. For more information, please visit <http://www.stjude.org> or call 1-800-822-6344.

SOURCE Domino's Pizza

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