



Domino's Pizza with Michael Waltrip for 2006 Season

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ANN ARBOR, Mich., Jan. 11 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is going the distance with two-time Daytona 500 winner Michael Waltrip as they extend their partnership into the 2006 NASCAR racing season.

Domino's will have an associate sponsorship throughout the 2006 racing season on Waltrip's No. 55 NAPA Dodge. Additionally, Domino's will be a primary sponsor on Waltrip's No. 55 Dodge during one NASCAR NEXTEL Cup Series race. The agreement also provides Domino's the opportunity to continue featuring Waltrip in NASCAR-themed commercials and promotions.

"Michael has done a great job in our commercials and serving as a Domino's Pizza spokesman," said Ken Calwell, chief marketing officer for Domino's Pizza. "We are happy to build on our relationship and to continue our participation in this exciting sport."

Domino's became the "Official Pizza of NASCAR" in 2003.

"Since our original announcement of being named the Official Pizza of NASCAR, we have propelled from the number three pizza choice among NASCAR fans to number one," said Calwell. "Our research shows that NASCAR fans are six times as likely to order Domino's because we are the Official Pizza. Our advertising message, 'Make Race Day Domino's Pizza Day,' has been well received by NASCAR fans."

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 7,945 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>.

SOURCE Domino's Pizza, Inc.

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