



It's Pizza and Pigskin on Super Bowl Sunday: 86% of Viewers Plan to Chow Down at Halftime, 52% on Pizza

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Domino's Pizza Has Its Own Winning Game Plan
to Deliver More Than 1.5 Million Pies

ANN ARBOR, Mich., Jan. 31 /PRNewswire/ -- A nationwide survey conducted on behalf of Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, finds that pizza and pigskin again will team up in Detroit for Sunday's battle between Pittsburgh and Seattle.

Of the estimated 55% of Americans who plan to watch the contest, 86% say they will eat at halftime and more than half of them (52%) expect to bite into piping-hot pizza, according to the Omnibus study of 1,000 American adults conducted by Ipsos. Domino's Pizza stores will be ready for the action, prepared to deliver an estimated more than 1.5 million pizzas for the big game. That's a 36% increase in deliveries over a normal Sunday and illuminates why it is historically one of the busiest days for pizza delivery.

"Strategy, smart hustle and a double order of ingredients and staff keep the Domino's team poised to tackle the anticipated surge," says Dana Harville, Domino's Pizza spokesperson. "At Domino's, every night is a dress rehearsal for Super Bowl Sunday. We know the winning formula for satisfying our customers is preparation and fast pizza making, so we hone our skills all year. Our teams around the country are poised and ready to deliver."

Domino's Pizza Super Bowl Sunday Survey Stats

The Domino's Pizza survey revealed some intriguing statistics that provide a good picture of what Americans will be doing during the Super Bowl. Indeed, the survey suggests that Pittsburgh has a slight edge over Seattle in the game. Asked who they would like to deliver a pizza to them, survey respondents favored Pittsburgh quarterback Ben Roethlisberger over the Seattle's Matt Hasselback by a slim 27%-to-25% margin. Men favored Hasselback 26%-to-25%, but women favored Roethlisberger 28%-to-24%.

Among the other survey findings:

- * Two-thirds of American men are expected to watch the Super Bowl compared to 45% of women. Americans in the Northeast are most likely to watch the game, with two-thirds intending to do so, compared to 53% in all other regions.
- * Of Super Bowl viewers, 78% expect to watch the game at home, either alone or with family, while 15% will be at a party as a host (5%) or a guest (10%). Only 2% say they plan to watch the game at a bar or a sports-themed restaurant.
- * During halftime, while six out of seven viewers plan to chow down, 76% also expect to use the bathroom, 72% foresee watching the halftime show, 27% will switch channels and 13% will escape to showcase their athletic prowess by playing football or another sport.
- * Pizza is the favored Super Bowl food, followed by wings (45%), salad (37%), subs or heroes (27%), pasta (18%) and Chinese food (10%). Americans under 34 years old are most likely to prefer pizza, by 65% compared to 47% of older Americans.

Aniston, Foxx Top the List of Celebrity Pizza Deliverers

When asked which celebrity they'd like to see at their doorstep with a pizza during the Super Bowl, nearly half of the respondents (48%) favored actress Jennifer Aniston. She easily outdistanced two men in her life, Brad Pitt, 31%; and actor Vince Vaughn, 21%. Actor/comedian Jamie Foxx came in second to Ms. Aniston with 39%. They were followed by actresses Jessica Simpson, 36%; Eva Longoria, 33%; Jessica Alba, 32%; and Evangeline Lilly, 18%.

What Domino's Pizza Has Learned from Previous Super Bowls

Domino's Pizza has gleaned several observations from its previous Super Bowl sales experiences. First, while both participating teams' cities begin the evening with high sales, by the end of the night, Domino's Pizza sees a higher sales increase in the city of the winning team. Domino's also sees higher sales when the game is close and competitive because people are more likely to stay glued to the TV.

Here are a few other findings:

- * If the NFC team wins over the AFC team, Domino's sees a higher sales increase in the cities of other major NFC teams, and vice versa.
- * The phones at Domino's Pizza stores typically ring heavily leading up to kick-off, during commercials and between the first and second quarters. This is one of the reasons Domino's does not typically advertise during the game.
- * Pizzas topped with pepperoni are the number one favorite among football fans and pizza lovers alike, with 63% of survey respondents, while 36% of

respondents vote for sausage as their topping of choice.

* 35% of pizza eaters eat about three slices per game, while 2% say they eat a whole pizza. Women tend to favor eating three slices per game (41%), while most men eat four slices per game (58%).

* The pizza boxes used for Domino's projected sale of more than 1.5 million pizzas would cover every National Football League stadium field -- goal line-to-goal line, sideline-to-sideline, with enough left over to cover 12 more fields.

About Domino's

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 more than 8,000 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. Full year sales and earnings for 2005 will be released in February 2006, as well as year-ending store counts. Domino's Pizza 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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/NOTE TO EDITORS: Media representatives are invited to visit a local Domino's store and witness the rush for Domino's Pizza, at about 5:00 P.M. EST, 2:00 P.M. PST, one hour before kick-off. Please call Chantele Telegadas at +1-734-930-3451 to coordinate./

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(DPZ)

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