



DOMINO'S PIZZA TO DELIVER PRIMARY SPONSORSHIP AT MICHIGAN INTERNATIONAL SPEEDWAY WITH MICHAEL WALTRIP

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ANN ARBOR, Mich. (August 11, 2006) – Domino's Pizza® (NYSE: DPZ), the recognized world leader in pizza delivery and the Official Pizza of NASCAR, will make its first appearance as a primary NASCAR® NEXTEL® Cup Series team sponsor of racing veteran, Michael Waltrip August 18-20 at Michigan International Speedway.

Waltrip, a two-time Daytona 500 winner, will be the first driver to compete in a Domino's Pizza NASCAR NEXTEL Cup car in NASCAR's premier series when he takes the wheel of the No. 55 Domino's Pizza vehicle next Friday.

"We're excited to see the Domino's Pizza brand make its debut as a NEXTEL Cup Series primary team sponsor with Michael and the No. 55 team in the backyard of our world headquarters," said Ken Calwell, Domino's Pizza executive vice president and chief marketing officer. "This sponsorship, in addition to our status as the Official Pizza of NASCAR and the Presenting Sponsor of Michigan International Speedway, continues to demonstrate our commitment to NASCAR racing and the opportunity it provides us to build awareness of the Domino's brand and deliver sales for our franchisees."

As part of its 2006 motorsports program, Domino's Pizza has been, and will continue to be an associate sponsor of Waltrip's No. 55 NASCAR NEXTEL Cup Series team. Waltrip previously carried the Domino's Pizza banner as his primary sponsor of his No. 99 NASCAR Busch Series team twice in 2005 and once in 2004.

Domino's partnerships extend to Michigan International Speedway, branded "MIS Delivered by Domino's Pizza" and will feature fan entertainment, displays, signage, product sampling and guest hospitality throughout the race weekend.

"Our relationship with Domino's has been a great partnership. They've been a big supporter of this team, and we're excited to have them on board for their first primary sponsorship in a NASCAR NEXTEL Cup Series race," Waltrip said. "You can't help but root for the car with a Domino's logo on its hood. I think race fans will be pretty excited to see this car out on the racetrack."

"And people will be really excited when they hear about the surprise Domino's has planned this weekend. I can't say anything more about it, but I'll tell you this much, it's going to be a really sweet deal."

With Domino's Pizza as the primary sponsor this weekend, the No. 55 car will feature a blue and red paint scheme with the Domino's Pizza logo displayed prominently on the hood. Domino's Pizza logos also will appear on both rear quarter panels and on the rear fender.

Waltrip has compiled one pole position, two top-five and eight top-10 finishes at Michigan International Speedway over the course of more than 20 seasons of Nextel Cup racing at the track. In 2003, he won the 45th annual Daytona 500 to become one of only eight drivers in the sport to win the race on multiple occasions.

"Domino's Pizza has an outstanding relationship with Michael Waltrip and has continued to build upon that relationship over the past two seasons," Calwell said. "Michael is a fantastic spokesperson for our brand with a large and loyal fan following in NASCAR. He has also done a great job in our commercials, and he has represented Domino's in a first-class manner every step of the way. We look forward to building upon our relationship in the future."

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 8,190 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza® brand has been named a Megabrand by Advertising Age magazine, and had global retail sales of nearly \$5.0 billion in 2005, comprised of approximately \$3.3 billion domestically and \$1.7 billion internationally. Domino's Pizza has been 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 www.dominos.com.

About Michael Waltrip Racing

Michael Waltrip Racing enters multiple full-time Toyota Camry entries in 2007 during Toyota Motorsports inaugural year in the NASCAR NEXTEL Cup Series. Beginning as a modest family-owned operation in Sherrills Ford (N.C.) nearly a decade ago, Waltrip's team developed quickly into a top-notch winning organization. After overseeing a winning NASCAR Busch Series team, Waltrip raised the bar for Michael Waltrip Racing and began fielding cars in the NASCAR NEXTEL Cup Series on a limited basis. His trial run as a NASCAR Cup Series team owner was the driving force behind his vision to become a full-time owner.