



Gulfport Domino's Pizza(R) Breaks Three World Records in One Day

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RPM Pizza Conquers Production and Sales and Celebrates Victory

GULFPORT, Miss., Aug. 12 /PRNewswire-FirstCall/ -- Hot temperatures didn't keep customers away from the Domino's Pizza located on U.S. 49 in Gulfport, Mississippi, on August 2nd when they were offering customers 10-inch pepperoni pizzas for just \$2. Thousands of people lined up -- not only to save some "dough" on the pizza they love, but also to help the local store break a world record.

Domino's franchise RPM Pizza, along with the local community, celebrated not only one, but three world record victories on Saturday, including:

- The number of pizzas sold in a single day. Domino's Pizza team members sold an astonishing 8,125 pizzas, trumping a former Domino's World Record of 5,382 set by a Domino's franchise in Australia.
- The number of pizzas sold in thirty minutes. The record previously held was 501, again by Team Australia, and RPM Pizza broke the record with 518 pizzas in 30 minutes.
- The number of pizzas made in a single hour by an individual.

The World Record for the number of pizzas made in a single hour, also a Guinness World Records(R) attempt, was broken by RPM Pizza store manager, Donnie Rush, who made 142 pizzas -- 49 more pizzas than the existing Guinness World Records (TM) holder. He had to make and bake 12-inch pizzas to specification and was observed by three independent judges. Rush, a Bay St. Louis native, manages the Picayune Domino's Pizza store and has been training to make this dream a reality. To break the record, he had to make all 142 pizzas by himself with no help from other team members and without the use of machinery.

"Although the emphasis is on speed, the quality of the pizza is equally important," said Rush. "It takes a lot of practice and Glenn Mueller has been a great motivator for me. I am honored to represent Domino's Pizza and to have had the opportunity to be the new Guinness World Records (TM) holder."

RPM Pizza had to bring in additional team members and extra product from other Domino's Pizza locations to handle such a hectic day. In addition to making and selling pizza, team members were brought on board to control traffic that began to build up on U.S. 49 and hand out cold drinks to customers waiting in line in the sweltering heat.

"It was all worth it," said Glenn Mueller, President and CEO of RPM Pizza. "Breaking three World Records in one day is an amazing accomplishment. When we broke the Australian record for the number of pizzas sold, we lowered the Australian flag which reminded us of the record we were determined to break, and raised the American flag to celebrate our victory. It takes a team to make this a reality and RPM Pizza has the best team around."

About Domino's Pizza(R)

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 8,671 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally. During the second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. Customers can place orders online in English and Spanish by visiting www.dominos.com or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com. Domino's Pizza. You Got 30 Minutes(TM).

About RPM Pizza

RPM Pizza is the largest and one of the longest term franchisees in Domino's Pizza. RPM Pizza opened over 27 years ago and operates 140 stores Mississippi, Louisiana and Alabama. Known also for being very innovative, RPM Pizza has helped over 150 drivers to assistant managers to managers go on to franchise their own stores.

SOURCE Domino's Pizza 08/12/2008 CONTACT: Media Relations: Chantele Telegadas, Domino's Pizza +1-734-930-3451 /Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)