



Domino's Consumers Vote: 59% Say Pittsburgh to Win on Sunday

January 29, 2009

Domino's Pizza Hustles to Prepare for One of the Year's Top Pizza Delivery Days

ANN ARBOR, Mich., Jan 29, 2009 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, recently conducted a Pizza Tracker poll asking customers who would win in Sunday's football match-up. In just nine days of polling over 100,000 customers responded and 59 percent said they thought Pittsburgh would come out victorious.

Yards won't be the only things being rushed on Sunday -- Domino's Pizza stores nationwide will be rushing pizzas out the door as they contend with one of their busiest days of the year. As the Pittsburgh and Arizona football teams get ready for their biggest Sunday of the season, the Domino's team anticipates delivering more than 1.1 million pizzas nationwide on game day, 44 percent more than a typical Sunday.

"Every night in the Domino's stores is a dress rehearsal for big days like Sunday," said Jenny Fouracre, Domino's spokesperson. "Our team is ready to tackle the anticipated rush with smart hustle and precision. We're poised and ready to deliver a great game-day meal to millions of football fans nationwide."

Domino's Pizza Game-Day Sales Stats

Over the years Domino's has observed how certain game-day scenarios seem to affect sales. For instance, sales tend to increase when the game is close and viewers are glued to their TVs. Pepperoni-topped pizzas are America's favorite every day and the same should hold true for this Sunday. Domino's anticipates almost 60 percent of pizza orders will be for pepperoni pizzas, with sausage being the second most popular topping. Meanwhile, Domino's delivery drivers will cover up to 4 million miles this Sunday in the U.S. alone.

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 locally-owned and operated franchised system, Domino's operates a network of 8,726 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 third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 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.dominosbiz.com. Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza

<http://www.dominos.com>