



Domino's (R) Partners with the National Fire Protection Association to Deliver Fire Safety Message

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Cooking fire prevention theme for spring campaign

ANN ARBOR, Mich., Feb. 26 /PRNewswire/ -- With spring cleaning top of mind in March for millions of Americans, Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, today announced its spring fire safety campaign to encourage customers to focus on the home for safety, especially in the kitchen. In participating markets across the country the company will deliver the message of cooking fire prevention on boxes on March 8, together with their partners at the National Fire Protection Association (NFPA.)

"Domino's makes 1 million deliveries each day, so we reach a lot of people in their homes, where fire safety begins," said Domino's spokesperson Jenny Fouracre. "We are thrilled to continue the partnership with the NFPA and to be able to use our network of delivery experts to hopefully make homes across the country a little safer."

Daylight Saving, which starts March 8 this year, is a great time to change the battery on a home smoke alarm. An estimated 890 lives could be saved each year if all homes had working smoke alarms. As part of the spring campaign, customers who order from participating Domino's Pizza stores in March may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries and/or smoke alarm and leave the home with a fully functioning fire safety device.

Cooking Fire Safety Checklist from Domino's and NFPA

1. Clean your oven. Oven fires can occur when oil/grease and burnt on carbon deposits are overheated and ignite.
2. Clean your stove tops. Crumbs of food and grease can quickly ignite when the open flame of a stove top is turned on.
3. Keep anything that can catch fire -- oven mitts, wooden utensils, food packaging, towels or curtains -- away from your stovetop.
4. Follow manufacturer's instructions and code requirements when installing, cleaning, and operating cooking equipment.
5. Always plug cooking appliances directly into an outlet. Never use an extension cord for a cooking appliance as it can overload the circuit and cause a fire.
6. Check electrical cords for cracks, breaks, or damage.
7. Have a "safety zone" where children and pets are not allowed, of at least 3 feet around the stove and areas where hot food or drink is prepared or carried.
8. Always wear short, close-fitting or tightly rolled sleeves when cooking. Loose clothing can dangle onto stove burners and can catch fire if it comes in contact with a gas flame or electric burner.
9. Always stay in the kitchen when you are frying, grilling, or broiling food. If you leave the kitchen for even a short period of time, turn off the stove.
10. While simmering, baking, roasting, or boiling food, check it regularly, remain in the home while food is cooking, and use a timer to remind you that you are cooking.

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).

About NFPA

NFPA has been a worldwide leader in providing fire, electrical, building, and life safety to the public since 1896. The mission of the international nonprofit organization is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. Visit www.nfpa.org/education for more safety information.

SOURCE Domino's Pizza

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