



Domino's Salutes U.S. Veterans with Pizza Parties

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ANN ARBOR, Mich., Oct. 29 /PRNewswire/ -- *Domino's Pizza*, (NYSE: DPZ), *the recognized world leader in pizza delivery*, is proud to offer local VFW Halls the chance to win a catered pizza party this Veterans Day. In honor of the annual holiday, Domino's is inviting U.S. military veterans to write in and tell why they deserve a pizza party catered by Domino's. Are they having a large gathering that day? Is there someone special they would like to recognize? Domino's would be honored to join in the celebration.

Over the years, Domino's has had a meaningful connection with the military. Starting in the sixties, the first successful pizzerias were on military bases and college campuses. In 2007, Domino's announced the launch of its U.S. Veterans Franchise Program, honoring the courage and dedication of the men and women of the U.S. military by providing discounted business ownership opportunities to deserving veterans.

The top five VFW Halls with the most compelling stories will win their own pizza party, valued at \$100, by emailing their written nomination in 150 words or less to pr@dominos.com. Include entrant's name, address of VFW Hall and phone number in the email. Winners will be selected by Domino's based on the nature of the story and notified on November 9 if they are the lucky recipients of a Domino's Pizza party.

Rules:

No purchase necessary to enter or win. Must be residents of continental United States 18 years of age or older. Contest begins on 10/29/2009 at 8:00 a.m. and entries must be received by 11/6/2009 at 11:59 p.m. For full contest rules, visit <http://www.dominosbiz.com/Biz-Public-EN/Extras/veterans-a.html>

About the U.S. Veterans Franchise Program

Honorably discharged U.S. military veterans, as well as spouses of active military members, with the dream of business ownership, should complete the initial online application located at www.dominos.com or call the Domino's Pizza franchise development team at 1-877-921-8326 (option 8).

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 locally-owned and operated franchised system, Domino's operates a network of 8,886 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(®) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion internationally. During the third quarter of 2009, the Domino's Pizza(®) brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI).

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