



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

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Spring campaign focuses on preventing cooking fires

ANN ARBOR, Mich., March 9, 2010 /PRNewswire via COMTEX/ -- Spring is right around the corner and Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, announced today its spring fire safety campaign to encourage customers to focus on safety in the home -- especially in the kitchen. In participating markets across the country, the company will utilize its pizza boxes to deliver the message of preventing cooking fires March 14, together with its partners at the National Fire Protection Association (NFPA.)

"Domino's makes about 1 million deliveries each day - so we reach a lot of people in their homes, where fire safety begins," said Domino's spokesperson Chris Brandon. "As always, we are excited to continue our 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."

To ensure homes have early warning in case of a fire, Domino's Pizza is working with local fire departments 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, and 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.

"NFPA is constantly trying to reach people with fire safety information in different ways, and teaming up with Domino's gives us a unique opportunity to deliver important fire safety tips directly to millions in their homes - with pizza!" said Lorraine Carli, NFPA's vice president of communications. "While enjoying dinner, people can learn that by taking a few simple steps they can avoid cooking fires."

Cooking Fire Safety Checklist from Domino's and NFPA

- Be alert. If you are sleepy or have consumed alcohol, don't use the stove or stovetop.
- 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.
- 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.
- Clean your oven. Oven fires can happen when oil/grease and built up deposits are overheated and ignite.
- Keep anything that can catch fire -- oven mitts, wooden utensils, food packaging, towels or curtains -- away from your stovetop.
- Follow manufacturer's instructions and code requirements when installing, cleaning, and operating cooking equipment.
- 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.
- Check electrical cords for cracks, breaks or damage.
- 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.
- 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.

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.

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 8,999 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion 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). Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and recently debuted its 'Inspired New

Pizza' - a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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