



## Domino's Pizza Turns 50, Celebrates its Global Success at the New York Stock Exchange

December 9, 2010

### Dec. 9 milestone birthday caps big year for world leader in pizza delivery

ANN ARBOR, Mich., Dec. 9, 2010 /PRNewswire via COMTEX/ --

Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, will put an exclamation mark on an impressive 2010 by celebrating its 50th birthday on Dec. 9. The company, which 50 years ago today opened its first store in the college town of Ypsilanti, Mich., will commemorate the occasion by ringing The Closing Bell(R) at the New York Stock Exchange to end the Thursday trading session.

Domino's guests in attendance will include four international master franchisees from publicly traded organizations, representing more than half of the company's international stores. They will join Domino's executives at the NYSE for an exclusive presentation to investors, sell-side analysts and select members of the media. The presentation, titled "Marking 50 Years of Global Success," will be streaming live via webcast, beginning at 9 a.m. EST by logging onto [www.dominosbiz.com](http://www.dominosbiz.com), and will also be archived for replay.

"Many things have evolved and grown in our 50 years as a company, with some of the most memorable Domino's moments occurring in 2010," said J. Patrick Doyle, President and CEO of Domino's Pizza. "We have built an iconic consumer brand that is recognized nearly everywhere in the world, from just one store in Michigan back in 1960. One thing remains consistent, though: our ability to deliver hot, delicious food to our customers right when they want it. It's what Domino's Pizza is known for."

No year would be more appropriate to celebrate the milestone, as 2010 delivered landmark events for Domino's - which included cutting the ribbon on its 9,000th store; reinventing its core pizza recipe along with the bold "Pizza Turnaround" campaign; and receiving the distinguished "Chain of the Year" award from *Pizza Today*, the industry's leading publication.

Domino's has seized the momentum and posted unprecedented sales numbers in 2010. Through the third quarter of 2010, domestic same-store sales were up 11.6% and international same-store sales were up 5.9%.

Domino's also wants to make sure customers are in on the celebration. Beginning Dec. 13, Domino's will thank them by promoting a special online offer. Customers can find out what this special offer is by "liking" Domino's Pizza on Facebook prior to Dec. 13. The offer runs for one week through Dec. 19.

### 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 9,169 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. During the third quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 million internationally. In June 2010, *Pizza Today*, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which it previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic-seasoned crust.

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