



Out With the Old, In With the New - Domino's Makes Pizza History... Twice!

December 27, 2010

Domino's 50th birthday marks its second pizza world record win this year

ANN ARBOR, Mich., Dec. 27, 2010 /PRNewswire via COMTEX/ -- **Domino's Pizza, Inc.** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is now recognized by Guinness World Records(R) after Ohio-based franchisee Brian Edler earlier this month shattered the record for most medium pizzas made by a single person in one hour. Edler stretched, sauced, topped and baked an unbelievable 206 pizzas by the time the official stopwatch ran out.

Incredibly, Edler is the second Domino's Pizza franchisee this year to break a Guinness World Records(R) record. Earlier this year, California-based franchisee Bob Leikam and his 85-person team set the record for most pizzas made in 24 hours at 6,838 pizzas.

"Both Brian and Bob are exemplary franchisees and outstanding business leaders - and the excitement generated by their record-breaking successes symbolizes the positive, fun and competitive people we are thrilled to have representing Domino's Pizza," said Scott Hinshaw, Executive Vice President of Franchise Operations and Development of Domino's Pizza. "Breaking a world record is a testament to their disciplined work ethic and skill at their craft, and I can't congratulate them enough. It's a thrill to have Domino's Pizza own two records in the pizza category."

Edler's record-breaking day coincided with Domino's 50th birthday on Dec. 9, along with an extremely successful fundraising day. Thanks to customer donations and the store donating 50 percent of the day's sales, more than \$33,000 was collected for various local and national charities, including the United Way of Hancock County and City Mission of Findlay.

No year would be more appropriate to set two world records, 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.

"It was incredibly exciting to be able to break a world record, especially on a monumental day at the end of such a fantastic year for Domino's," said Edler, who has been with the company for 28 years. "I had a wonderful team to help me train and prepare, and I want to thank the Domino's team members and the community members who came out that day for their support."

The previous record for most medium pizzas made by one person in an hour was 168. Edler auctioned off record-breaking pizza No. 169 to add to the fundraising total. It sold for \$475. He also auctioned off pizza No. 200, which garnered \$5,000.

While there was no official world record for the most pizzas made in 24 hours, Guinness World Records(R) required that Leikam and his team make at least 5,000 pizzas to recognize their event.

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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