



As the Ball Drops, Orders Rise for Domino's Pizza

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Domino's Pizza, Inc. (NYSE: DPZ), **the recognized world leader in pizza delivery**, is ringing in the new year with an exceptionally busy weekend. From New Year's Eve parties to New Year's Day football - pizza, pasta and wings are on the menu this holiday and Domino's is ready to deliver on two of the company's top five busiest days of the year. This year, Domino's expects to sell approximately 19.2 million pizza slices in the United States alone.

To prepare for the rush, Domino's stores across the country are stocking up on ingredients and increasing staff to ensure the needs of every customer are met.

"New Year's Eve and New Year's Day are dates we circle on our calendars to prepare for every year," said Chris Brandon, Domino's Pizza spokesperson. "The holiday will be especially busy because it falls on a weekend, and our team members love working on these busy days. Whether customers are celebrating the new year or cheering on their favorite team, Domino's is a delicious part of the holiday tradition!"

To order online or find a local store, please visit www.dominos.com.

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 BreadBowlPasta(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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