



## Domino's Pizza Partners with the National Fire Protection Association to Deliver Fire Safety Message

February 28, 2011

### Sparky the Fire Dog(R) asks public to focus on fire safety for his birthday

ANN ARBOR, Mich., Feb. 28, 2011 /PRNewswire via COMTEX/ --

**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, announced today that in honor of Sparky the Fire Dog's(R) 60th birthday on March 18, it will be encouraging customers to celebrate this milestone event by focusing on fire safety in the home. In participating markets across the country, Domino's will utilize its pizza boxes to deliver the message of preventing home fires through its partnership with the National Fire Protection Association (NFPA).

"We are excited to continue spreading the word about fire safety with the NFPA, especially since this year marks Sparky the Fire Dog's 60th birthday - that's 420 dog years of teaching families about fire safety!" said Chris Brandon, Domino's Pizza spokesperson. "Domino's delivers about 1 million pizzas each day - so we reach a lot of people in their homes, where fire safety begins. We are happy to be able to use our network of delivery experts to make homes across the country a little bit safer."

According to NFPA, two-thirds of the people who die in home fires did not have a working smoke alarm. Domino's is reminding customers that a great time to change the batteries in their smoke alarms is when daylight saving time begins in March. As part of the spring campaign, customers who order from participating Domino's Pizza stores may be surprised when their delivery arrives aboard a fire engine. 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 or smoke alarm and leave the home with a fully functioning fire safety device.

"What does Sparky want for his birthday? A focus on fire safety is the top item on his birthday wish list, and he's asking everyone to celebrate his milestone year by taking a few moments to review fire safety tips and take action to prevent fires," said Lorraine Carli, NFPA's vice president of communications. "Domino's has been very generous to Sparky by giving him the opportunity to deliver key fire safety messages by including them on the tops of pizza boxes."

#### Important home fire safety tips from the NFPA:

1. [Watch your cooking](#)

Stay in the kitchen when you are frying, grilling, or broiling food. If you must leave, even for a short time, turn off the stove.

2. [Give space heaters space](#)

Keep fixed and portable space heaters at least three feet from anything that can burn. Turn off heaters when you leave the room or go to sleep.

3. [Smoke outside](#)

Ask smokers to smoke outside. Have sturdy, deep ashtrays for smokers.

4. [Keep matches and lighters out of reach](#)

Keep matches and lighters up high, out of the reach of children, preferably in a cabinet with a child lock.

5. [Inspect electrical cords](#)

Replace cords that are cracked, damaged, have broken plugs, or have loose connections.

6. [Be careful when using candles](#)

Keep candles at least one foot from anything that can burn. Blow out candles when you leave the room or go to sleep.

7. [Have a home fire escape plan](#)

Make a home fire escape plan and practice it at least twice a year.

8. [Install smoke alarms](#)

Install smoke alarms on every level of your home, inside bedrooms and outside sleeping areas. Interconnect smoke alarms throughout the home. When one sounds, they all sound.

9. [Test smoke alarms](#)

Test smoke alarms at least once a month and replace batteries once a year or when the alarm "chirps" to tell you the battery is low. Replace any smoke alarm that is more than 10 years old.

#### 10. [Install sprinklers](#)

If you are building or remodeling your home, install residential fire sprinklers. Sprinklers can contain and may even extinguish a fire in less time than it would take the fire department to arrive.

#### **About NFPA**

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 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 NFPA's website at [www.nfpa.org](http://www.nfpa.org) for more 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." During the third quarter of 2010, Domino's had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 million internationally. Domino's Pizza had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. In June 2010, Pizza Today named Domino's its "Chain of the Year" - making the company a two-time winner of the honor. In late 2009, Domino's debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's Pizza is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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