



## Domino's Pizza Delivers Fire Safety Messages with the National Fire Protection Association and Sparky the Fire Dog

October 3, 2011

### For the first time, fall fire safety program expanding to Canada

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**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is once again teaming up with the National Fire Protection Association (NFPA) and Sparky the Fire Dog® to deliver fire safety messages to homes across the nation - this year expanding its fall fire safety program to homes throughout Canada.

During Fire Prevention Week, Oct. 9-15, participating markets in the U.S. will be delivering important fire safety messages on top of pizza boxes featuring Sparky's image. The messages support the theme for the Fire Prevention Week campaign: "Protect Your Family From Fire."

In addition, customers who order from participating Domino's Pizza stores throughout the U.S. and Canada in October 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 install a fully functioning fire safety device in the home.

"We are excited to be able to use our network of delivery experts to make homes across the country a little safer - with the continued help of NFPA," said Chris Brandon, Domino's Pizza spokesperson. "Domino's makes one million deliveries each day, so we reach a lot of people in their homes, where fire safety begins. With the addition of participating stores across Canada, this year's program will be our most far-reaching yet."

Sparky's image is prominently featured on Domino's box-toppers as part of his expanded public outreach efforts, in honor of the year-long celebration of his 60th birthday.

"More than 2,500 people per year die in home fires and most of these fires can be prevented by following a few simple safety tips," said Lorraine Carli, NFPA's vice president of communications. "We appreciate Domino's help in delivering information to millions of people in their homes to let them know what steps they can take to prevent fire and protect their family from it."

### Fire Safety Tips from Domino's and NFPA

- 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.
- 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.
- Ask smokers to smoke outside. Have sturdy, deep ashtrays for smokers.
- Keep matches and lighters up high, out of the reach of children, preferably in a cabinet with a child lock.
- Replace cords that are cracked, damaged, have broken plugs, or have loose connections.
- Keep candles at least one foot from anything that can burn. Blow out candles when you leave the room or go to sleep.
- Make a home fire escape plan and practice it at least twice a year.
- 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.
- Test smoke alarms at least once a month and replace conventional 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.
- 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 Domino's Pizza®

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." As of the second quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,436 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2011, Domino's had global retail sales of over \$1.6 billion, comprised of nearly \$793 million domestically and over \$810 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the

*Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

Order - [www.dominos.com](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

#### **About Fire Prevention Week**

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit [www.firepreventionweek.org](http://www.firepreventionweek.org) for more safety information.

#### **About the National Fire Protection Association (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.

SOURCE Domino's Pizza