



Domino's Pizza Hustles to Prepare for Biggest Day of the Year

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Domino's expects to sell over 11 million slices this Sunday

ANN ARBOR, Mich., Jan. 30, 2012 /PRNewswire via COMTEX/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is counting down to kickoff this weekend and training hard to handle a rush in orders. While referees make calls on the football field, households across America will call on Domino's to deliver on the company's biggest day of the year.

As the New York and New England football teams get ready for their biggest Sunday of the season, Domino's anticipates delivering over 11 million pizza slices nationwide on game day - nearly an 80 percent increase from a typical Sunday.

"Every night in a Domino's store is a dress rehearsal for big days like Sunday," said Chris Brandon, Domino's Pizza spokesperson. "As friends and family gather around the TV to cheer on their favorite teams, it's a perfect occasion for Domino's to deliver pizza, pasta, sandwiches and wings. Our team is ready to tackle the anticipated rush with smart hustle and precision. We're poised and ready to deliver a great game day meal to millions of football fans nationwide."

Domino's Pizza Game Day Stats

Over the years, Domino's has observed how certain game day scenarios seem to affect sales. For instance, sales tend to increase when the game is close and viewers are glued to their TVs. Also, while both the New York and New England Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.

Other Interesting Facts:

- During last year's game, Domino's delivered enough pizzas to stretch across more than 5,000 football fields.
- Pepperoni pizzas are America's favorite every day, and the same should hold true for this Sunday. Domino's anticipates almost 60 percent of pizza orders will be for pepperoni pizzas, with sausage being the second most popular topping.
- Domino's delivery drivers will cover up to 4 million miles this Sunday in the U.S. alone.

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 third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 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.

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