



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

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Spring cleaning checklist offers reminders to keep homes fire safe

ANN ARBOR, Mich., March 5, 2012 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), the recognized world leader in pizza delivery, is honoring the tradition of spring cleaning, along with its partner at the National Fire Protection Association (NFPA), by reminding customers what they can do in the home to stay fire safe. In participating markets across the country, Domino's will utilize its pizza boxes to deliver fire safety tips throughout the month of March.

"Spring has arrived, and with spring cleaning comes a timely reminder to take steps to keep your home safe from the threat of fire," 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 excited to work with NFPA to use our network of delivery experts to make homes across the country a little bit safer."

According to NFPA, roughly two-thirds of home fire deaths happen in homes with no smoke alarms or no working smoke alarms. 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.

"Spring is the perfect time for a refresher on fire safety tips that should be followed year-round to make home fires less likely to happen," said Lorraine Carli, NFPA's vice president of communications. "Keeping fire safety in mind when adding things to a to-do list, like cleaning a dryer's lint filter after each load of laundry and keeping the stovetop clean and clear of clutter, will help prevent fires."

Important spring cleaning home fire safety tips from the NFPA:

Fact: Working smoke alarms cut the risk of dying in reported home fires in half.

- Ensure smoke alarms are installed inside every bedroom, outside each sleeping area and on every level of the home, including the basement.
- Test them at least once a month by pushing the test button.
- Replace batteries in all smoke alarms at least once a year. If an alarm "chirps," warning the battery is low, replace the battery right away.

Fact: The leading cause of home clothes dryer fires is failure to clean them.

- Clean the lint filter before or after each load of laundry. Remove lint that has collected around the drum.
- Keep the area around your dryer clear of things that can burn, like boxes, cleaning supplies and clothing.

Fact: Most cooking fires in the home involve the stovetop.

- Keep anything that can catch fire — oven mitts, wooden utensils, food packaging, towels or curtains — away from your stovetop.
- Always stay in the kitchen when frying on the stovetop.

Fact: Extension cord fires outnumbered fires beginning with permanent or detachable power cords by two-to-one.

- Check electrical cords to make sure they are not running across doorways or under carpets. Extension cords are intended for temporary use.
- Have a qualified electrician add more receptacle outlets so you don't have to use extension cords.

For more fire safety tips, visit www.nfpa.org/safetytips.

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.

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 fourth quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,742 franchised and Company-owned stores in the United States and over 70 international markets. During the fourth quarter of 2011, Domino's had global retail sales of nearly \$2.2 billion, comprised of \$1.1 billion domestically and over \$1.1 billion internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of nearly \$3.4 billion domestically and over \$3.5 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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SOURCE Domino's Pizza, Inc.

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