



Domino's Pizza Announces Sponsorship of the Drive for Diversity Program

March 25, 2004

ANN ARBOR, Mich. - March 25, 2004 – Domino's Pizza, the recognized world leader in pizza delivery today announced its associate sponsorship of the Drive for Diversity program. Drive for Diversity, created and managed by Access Marketing & Communications and endorsed by NASCAR, is a minority driver development program designed to provide a steady pipeline of well-trained and supported minority drivers for the NASCAR circuit.

In 2004, five drivers have been selected for the program and will compete in at least 18 NASCAR Dodge Weekly Series races during the 2004 season. The program provides valuable access to training, mentorship, networking opportunities and financial support.

"All of us at Domino's Pizza are committed to an inclusive culture that celebrates and values the differences among us as customers, team members and neighbors," said David A. Brandon, Chairman and CEO, Domino's Pizza. "It makes us proud to support the diversity initiative of our NASCAR business partner. Both of our organizations realize the importance of ensuring we have opportunities for diverse candidates to build a career – whether it's on the race circuit or in the pizza delivery business."

As an inaugural partner in the Drive for Diversity program, Domino's Pizza will serve as an associate sponsor for five up- and coming- minority drivers: Morty Buckles, R&B Racing; Allison Duncan, BH Motorsports; Joe Henderson, Bobby Hamilton Racing; Shanta Rhodes, Innovative Motorsports; and Bruce Driver, SCORE Motorsports.

In January 2004, 12 drivers and 28 crew candidates were chosen from more than 100 resumes to compete in Access Marketing & Communications' inaugural Drive for Diversity Combine Testing and Evaluation event. Based on their performance in front of team owners and industry officials at the combine, five drivers were selected to drive on NASCAR Dodge Weekly Series teams in the Southeast and six crew members are being placed on Busch Series and NASCAR Craftsman Truck Series.

The sponsorship of Drive for Diversity furthers Domino's commitment to the sport of professional racing, as Domino's already has an existing relationship as the "Official Pizza of NASCAR" and is a partner with one of the leading NASCAR racing teams, Dale Earnhardt Inc. on the #15 NAPA Chevy driven by Michael Waltrip..

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,427 Company-owned and franchised stores in the United States and more than 50 countries. Domino's Pizza, named a Megabrand by Advertising Age, had corporate and franchise store sales of over \$4 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry.

In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

About Access Marketing & Communications

Access Marketing & Communications, a Charlotte-based multicultural marketing firm, was founded in fall 2003 by Omnicom's The Radiate Group, a global network of experiential marketing agencies, and Calhoun Enterprises, an industrial/service company with expertise in diversity marketing.

Access is dedicated to creating multicultural marketing solutions, such as the Drive for Diversity program, for major brands.