



Domino's Pizza Revs Up Fans with #15 Wins, You Win Pizza Deal

March 3, 2004

ANN ARBOR, Mich., March 3, 2004 – Domino's Pizza, the recognized world leader in pizza delivery, is counting on Michael Waltrip, the driver of the #15 NAPA Chevrolet, to have many victories this year. If Michael captures the checkered flag or finishes in the top 10 during any of the remaining 2004 NASCAR NEXTEL Cup Series races, every customer who asks for the "Waltrip Special" will receive \$5 off any large menu priced pizza on the Monday after the race.

"I am revved up about the 2004 racing season and look forward to delivering victories for both fans of the #15 NAPA Chevrolet and Domino's Pizza," said Michael Waltrip. "Domino's is really giving fans that extra incentive to watch Nextel Cup races each week and the opportunity to enjoy pizza with a great deal."

"Last year, Michael had 11 top ten finishes and we are looking forward to another strong season this year" said Ken Calwell, Executive Vice President, Build the Brand, Domino's Pizza. "We plan to celebrate Michael's success in a way only Domino's can, by offering customers a unique and special pizza deal each week throughout the season."

Domino's Pizza and NASCAR® Go Together. Domino's is the ultimate in-home pizza meal experience, while NASCAR provides a top-notch in-home entertainment experience for their fans.

- In February 2003, Domino's Pizza announced its partnership with NASCAR to become the "Official Pizza of NASCAR."
- In October 2003, Domino's partnered with one of the leading NASCAR racing teams, Dale Earnhardt Inc. and Michael Waltrip's #15 NAPA Chevy.

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,332 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 nearly \$4 billion in 2002. 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" and the "Official Pizza of DEI." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com