



Domino's Pizza Leap Year Promotion Official Rules

February 20, 2004

Domino's Pizza Leap Year Promotion

OFFICIAL RULES

No purchase necessary to enter or win.

Purchasing will not increase your odds of winning.

Eligibility: Sweepstakes only open to legal residents of the 48 states in the Continental United States, 18 years of age or older, except employees and their immediate families (spouses, parents, children and siblings and their respective spouses) of Domino's Pizza LLC, Domino's and its parent company, franchisees, subsidiaries, affiliates, distributors, suppliers, advertising/promotion agencies and/or those living in the same household of each. Void where prohibited.

How to Enter: Consumers who name their child born on February 29th Dorothy or Dot should contact Samara Finn at 212.554.7434 or sfinn@vorhaus.com. Consumers will be asked to present a copy of their child's birth certificate clearly stating their child's name, time of birth and the birth date as February 29, 2004.

Winner Selection: All entries must be received by midnight EST, March 31, 2004, to be eligible. The winners will be notified by telephone and/or mail.

Prize: One entrant shall receive \$1,000 worth of Domino's Pizza gift certificates. The birth certificate that has the earliest time of the birth posted on it will receive a pizza party and pizza for a year (\$1,000 of pizza gift certificates). Other babies named Dorothy or Dot on Leap Year will receive a pizza and Cheesy Domino's Dots party (up to \$50). No transfer, assignment, cash redemption, or substitution of prize allowed.

Within 30 days after entry due date, Domino's will announce the winner on www.dominos.com. The winners shall be required to sign a release authorizing Domino's Pizza to publish the winning entry. No additional remuneration shall be granted.

Any and all taxes, or additional costs incurred as a result of accepting a prize from Domino's are the sole responsibility of the winner. Winners assume all liability for any injury or damage cause, or claimed to be caused by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and decisions of the judges. Domino's is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the contest.