



When Michael Waltrip Wins the DAYTONA 500, Domino's Gives Away Cheesy Domino's Dots

February 11, 2004

ANN ARBOR, Mich., February 11, 2004 – Domino's Pizza, the recognized world leader in pizza delivery, is counting on Michael Waltrip, the driver of the #15 NAPA Chevrolet, to deliver a repeat victory at the DAYTONA 500®. If Michael captures the checkered flag on February 15, Domino's will give away Cheesy Domino's Dots to customers across the country on Monday, February 16th.

"We're revved up about opening the 2004 racing season, and I look forward to delivering a victory for both fans of the #15 NAPA Chevrolet and Domino's Pizza," said Michael Waltrip. "Domino's deserves a spot in the winner's circle for showing their confidence by offering the Cheesy Domino's Dots giveaway. They have provided amazing support to our team, and if we are able to deliver a win in the DAYTONA 500, we know we won't be the only ones celebrating."

"We believe Michael Waltrip will win the DAYTONA 500," said Ken Calwell, Executive Vice President, Marketing, Domino's Pizza, "and we can't wait to celebrate by delivering our new Cheesy Domino's Dots product to consumers nationwide!"

Domino's is adding 360 degrees of cheesy, zesty, all-around fun to the traditional pizza meal with the introduction of its newest side dish, Cheesy Domino's Dots. Named after the dots in Domino's Pizza's logo, Cheesy Domino's Dots are small, round balls of zesty, delicious bread, covered with a blend of melted Colby and Monterey Jack cheeses and then sprinkled with Domino's delicious garlic and Romano cheese seasoning. Cheesy Domino's Dots are served 12 per order, with a side of marinara sauce to round off the delectable taste.

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." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.