



Domino's Pizza Suits Up on Super Bowl Sunday

January 20, 2004

ANN ARBOR, Mich. - January 20, 2004 – As New England and Carolina gear up for kick-off in the biggest game in football, Domino's Pizza stores nationwide are also planning their strategy and preparing to don their signature red, white and blue uniforms for their most intense evening of the year. Domino's stores are stocking up on ingredients, doubling their staffs and practicing perfect (and fast!) pizza making to tackle the surge of orders expected on Super Bowl Sunday, historically the number one day for pizza delivery.

Domino's Pizza anticipates selling more than 1.2 million pizzas nationwide on game day this year – a 42 percent increase from a typical Sunday. This means, during game time, Domino's will deliver approximately 250,000 pizzas to homes every quarter.

"Super Bowl Sunday is a great day for Domino's – we've got hungry football fans glued to the TV who know they only need to make one call for a hot pizza meal," said Holly Ryan, Domino's Pizza spokesperson. "Like the football teams, our team prepares mentally for the game and the excitement is contagious!"

Domino's Pizza Super Bowl Sunday Stats

- Pizzas topped with pepperoni are the number one favorite among football fans and pizza lovers alike. During Super Bowl XXXVIII, Domino's Pizza anticipates that 59 percent of pizzas orders will be for pepperoni topped-pies. Extra cheese places a close second in popularity.
- While both participating teams' cities begin the evening with high sales, by the end of the night, Domino's Pizza sees a higher sales increase in the city of the winning team versus the city of the losing team.
- Domino's expects higher sales when the game is close and competitive. With closer games, people are more likely to stick around, glued to the tube.
- If an NFC team wins over an AFC team, Domino's sees a higher sales increase in the cities of other major NFC teams, and vice versa.
- A number of Domino's franchisees put TVs and radios in stores during the game so they know when the phones are going to start ringing. Based on past games, the phones typically ring heavily leading up to kick-off, during commercials and between the first and second quarters.
- Domino's Pizza drivers will cover up to 4 million miles on Super Bowl Sunday – in the U.S. alone!
- 1.2 million pizza boxes would cover every NFL stadium field – goal line to goal line, sideline to sideline, and there would still be enough to cover three more fields.

Media representatives are invited to visit a local Domino's store and witness the rush for Domino's Pizza, at approximately 5:30 P.M. EST, 2:30 P.M. PST, one hour before kick-off. Please call Jaime Marland at 212.554.7428 to coordinate.

About Domino's Pizza

Founded in 1960, Domino's Pizza operates a network of 7,332 Company-owned and franchised stores in the United States and more than 50 countries, and is the recognized world leader in pizza delivery. Domino's Pizza, named a Megabrand by Advertising Age, had systemwide sales of nearly \$4 billion in 2002. Domino's Pizza was named "Chain of the Year" for 2003 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.