



Domino's Pizza Celebrates 43rd Birthday with a Nationwide Pizza Party

December 8, 2003

Ann Arbor, Mich., December 8, 2003 – Domino's Pizza, the recognized leader in pizza delivery, celebrates its 43rd birthday with the announcement of a new tradition. In this inaugural year, Domino's stores will coordinate a nationwide "pizza party," delivering more than 12,000 pizzas to various non-profit organizations across the country on Tuesday, December 9, 2003. The company expects to feed nearly 50,000 people through the initiative.

"Making a positive impact on the local communities we serve is important to all of us at Domino's Pizza," said David A. Brandon, Chairman and CEO of Domino's Pizza. "While Domino's delivers good things to great organizations every day, we wanted to designate one official day to recognize important contributors in the neighborhoods where our team members work and live."

Domino's envisions this "spirit of giving" to become an annual tradition, with franchisees and corporate stores banding together every December 9th to make special deliveries in their respective communities. This year, all of the 580 corporate-owned stores will donate pizzas, with the balance of donations from franchisee-owned stores. Non-profit organizations receiving pizzas include food banks, soup kitchens, shelters, crisis centers, after-school programs, and chapter offices of local charities.

The company's 43rd year has been a good one. Domino's Pizza was named "Chain of the Year" for 2003 by Pizza Today, the leading trade magazine of the pizza industry. Some other highlights include: a climbing score on the American Customer Satisfaction Index consumer survey; winning a Stevie Award at the American Business Awards for its Pizza Prep School program; the opening of its 2,500th international store; and a phenomenal response to its first new pizza in three years – the Domino's Philly Cheese Steak 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.

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