On Halloween Night: Get the Door, It's Domino's

October 28, 2003

ANN ARBOR, Mich - October 28, 2003 – As frantic parents scramble to put the final touches on this year's costumes and prepare to answer the door for teams of trick-or-treaters, Domino's Pizza is also making its final preparations for a hectic Halloween night. Halloween, typically one of the top five busiest evenings of the year for pizza delivery, has the potential to exceed Super Bowl Sunday (typically the busiest night of the year) this year in terms of number of pizzas delivered.

The stars are aligned this Halloween. In addition to Halloween being one of Domino's busiest nights to begin with, this year the spooky holiday falls on a Friday night (generally a great night for pizza delivery) and also, being the last Friday of the month, it is payday for many families, which often means a special dinner treat for the family.

"It's rare that these events all happen simultaneously," says Holly Ryan, Domino's Pizza spokesperson. "They could mark the perfect combination for a fantastic night of pizza sales."

During Super Bowl Sunday 2003, Domino's sold more than 1.2 million pizzas. This Halloween, the recognized leader in pizza delivery anticipates selling more than 1.4 million pizzas nationwide – a 19.6% increase over a normal Friday.

As a result, Domino's Pizza stores nationwide are doubling their staffs and ordering more dough, sauce and cheese to take on the surge in orders. Statistically, there will be 3,840 pizzas coming out of the oven every minute in Domino's stores across the country!

"We are thrilled that Domino's Pizza can make it easier for parents on Halloween," says Ryan. ""It's like reverse trick or treating. Parents open the door and get a treat – a fresh, hot meal, delivered right to their door!"

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.

Note to Media: We invite you to get a behind the scenes look at one of the busiest nights in the pizza industry. Please contact Jaime Marland, who will connect you with your nearest Domino's Pizza store.