



Trade Blackout 2003 Stories for Free Pizza!

August 20, 2003

ANN ARBOR, Mich., August 20, 2003 - Your family may be tired of listening to you repeat your out-of-the-ordinary Blackout 2003 stories to everyone you meet, but Domino's Pizza wants to hear it. In return for tales of survival, one story will be picked and the author will win \$1,000 worth of free pizza gift certificates from Domino's. Anyone interested in sharing their Blackout 2003 story can email anecdotes (250 words or less) through midnight EST, September 5, 2003, to storiesforpizza@vorhaus.com. To submit entries without using the Internet, fax stories to 212.246.7474. Include your name, complete mailing address and telephone number. (For official rules, see below)

Like the majority of people on the East Coast, Domino's Pizza has its own story: the pizza delivery leader worked closely with its distribution business to deliver fresh products to Domino's stores once they regained power. Domino's quickly organized its refrigerated distribution trucks and circled cities - from Manhattan to Detroit - awaiting calls from the pizza stores who were back online. Almost immediately, the trucks were able to deliver fresh dough, cheese, sauce and more to Domino's stores.

"In New York City, our drivers were simply amazed at the throngs of people crossing the 59th Street Bridge, Manolo Blahniks, suit coats, and in some cases, toddlers, in hand, so we know there are some good stories out there," said Holly Ryan, Domino's Pizza spokesperson. "We're inspired by the flexibility and adaptability of Americans and we look forward to hearing how everyone managed."

About Domino's Pizza

Founded in 1960, Domino's Pizza operates a network of 7,291 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 Top 100 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.

Domino's Pizza Blackout 2003 Contest

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 50 United States or the District of Columbia. 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: Blackout 2003 stories under 250 words can be e-mailed to storiesforpizza@vorhaus.com. To submit entries without using the Internet, fax stories to 212.246.7474. Include your name, complete mailing address and telephone number.

Winner Selection: All entries must be received by midnight EST, September 5, 2003, to be eligible. Entries will be judged by Domino's and decision will be final. The winner will be notified by telephone and/or mail.

Prize: One entrant shall receive \$1,000 worth of Domino's Pizza gift certificates. 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 winner 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.