



Domino's Pizza Survey: Two Thirds Of Americans Plan To Stay Home On New Year's Eve

December 29, 2003

ANN ARBOR, Mich., December 29, 2003 – As Americans count down to midnight this New Year's Eve, **Domino's Pizza, the recognized leader in pizza delivery**, will be counting the more than one million pizzas it expects to deliver. Domino's projects New Year's Eve will be one of the company's busiest nights of the year, behind Super Bowl Sunday.

In the annual survey conducted by Domino's Pizza and Impulse Research, 67% of Americans say they plan to stay home this New Year's Eve, statistically the same as last year. With so many Americans staying home, many of Domino's 4,800 stores in the United States will double their staffs and order more dough, sauce and cheese to take on the surge of anticipated orders.

Domino's expects to sell 50% more pies than the number sold on a typical Wednesday – that means more than one million pizzas are predicted to be delivered nationwide on New Year's Eve.

"The annual Domino's New Year's Eve survey shows that last year more people stayed in than originally planned," says Holly Ryan, Domino's Pizza spokesperson. "While celebrants often contemplate a big night out, it seems many Americans ultimately decide the most memorable way to ring in the New Year is at home, sharing their favorite pizza meal with people they love."

Other highlights from Domino's Pizza's New Year's Eve survey include:

- More women (71%) say they'll stay home this New Year's Eve, compared to men (63%).
- 42% of Americans plan to enjoy pizza on New Year's Eve versus only 2% who say they'll dine on caviar.
- Last year, while 31% of Americans expected to go out on New Year's Eve, only 28% actually did.

In addition, Domino's Pizza stores nationwide are open for business on New Year's Day – Thursday, January 1, 2004.

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.

About Impulse Research

Based in Los Angeles since 1982, Impulse Research is an award-winning, full-service communications and marketing research firm with significant experience and expertise in all public opinion research methodologies including quantitative and qualitative.

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 Marcus Gamo who will connect you with the nearest Domino's Pizza store.

**1,232 people polled by Impulse Research nationwide. Survey available upon request.*