



A Revved Up Partnership

February 13, 2003

ANN ARBOR, Mich., February 13, 2003 – Domino's Pizza, the recognized leader in pizza delivery, boosts its engines today with the announcement of an exciting multi-year partnership with the National Association for Stock Car Auto Racing (NASCAR). Domino's Pizza is joining forces with NASCAR and Coca-Cola to provide food, fun and entertainment across the country as the "Official Pizza of NASCAR."

"Domino's is the ultimate in-home pizza meal experience, while NASCAR provides a top-notch in-home entertainment experience for their fans. NASCAR's 75 million energized fans fit the profile of our customers, which makes for an ideal partnership," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "Our affiliation with NASCAR accelerates our journey to be the best pizza delivery company in the world."

In the first phase of a multi-year partnership, Domino's will work with well-known NASCAR driver Michael Waltrip on select media opportunities. For example, Waltrip and his family will appear in Domino's TV spots beginning Monday, February 24, 2003, through Sunday, April 27, 2003.

"Domino's is taking a very thoughtful approach to their involvement in NASCAR, starting with their TV ads featuring Michael Waltrip and his family," said Brett Yormark, vice president of corporate marketing, NASCAR. "We are truly proud to have Domino's Pizza in our sport and we look forward to their growing presence."

In celebration of Domino's new partnership with NASCAR, the global pizza delivery company will deliver pizzas to more than 90 team haulers in the NASCAR garages today. In the months to come, Domino's will promote this partnership via national media including advertising on the major television networks during NASCAR event broadcasts, at-track in race souvenir programs as well as in print and other media.

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,138 Company-owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.