



Domino's Maps Out Game Plan For Busiest Night of Year

January 21, 2003

ANN ARBOR, Mich. - January 21, 2003 – As the Tampa Bay Buccaneers and the Oakland Raiders gear up for kick-off in the biggest game in football, Domino's Pizza stores nationwide are also suiting up for their most intense evening of the year. Domino's stores are doubling their staff, practicing perfect (and fast!) pizza making and stocking up on supplies to tackle the surge of orders expected on Super Bowl Sunday, historically the number one day for pizza delivery.

Domino's Pizza anticipates selling more than 1.2 million pizzas nationwide on game day this year – a 42 percent increase from a typical Sunday. Which means, during game time, Domino's will be delivering approximately 250,000 pizza to homes every quarter. Media representatives are invited to visit a local Domino's store and witness the rush for Domino's Pizza, at approximately 5:30 P.M. EST, 2:30 P.M. PST, one hour before kick-off. Please call Jaime Marland at 212.554.7428 to coordinate.

"Super Bowl Sunday is considered a national holiday to many people, with fans throwing parties for family and friends, centered around the television," said Holly Ryan, Domino's Pizza spokesperson. "No one wants to leave the family room to prepare a meal so they call Domino's. Since this is a 'Super' day for us too, we train for it, prepare for it and deliver on it!"

Domino's Pizza Football Phenomena

- While both participating teams' cities begin the evening with high sales, by the end of the night, Domino's Pizza sees a higher sales increase in the city of the winning team versus the city of the losing team.
- Domino's expects higher sales when the game is close and competitive. With closer games, people are more likely to stick around, glued to the tube.
- If an NFC team wins over an AFC team, Domino's sees a higher sales increase in the cities of other major NFC teams, and vice versa.
- Pizzas topped with pepperoni are the number one favorite among football fans and pizza lovers alike. During Super Bowl XXXVII, Domino's Pizza anticipates that 59 percent of pizzas orders will be for pepperoni topped-pies. Extra cheese takes second place on the popularity scale.

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.