



As The Ball Drops, Sales Rise for Domino's Pizza

December 27, 2002

ANN ARBOR, Mich. - Dec. 27, 2002 - As the public counts down to midnight, Domino's Pizza will count the number of pizzas going out the door as New Year's Eve is one of the company's busiest nights of the year, behind Super Bowl Sunday.

In a survey conducted by Domino's Pizza*, 69% of Americans will be staying in this New Year's Eve. As a result, Domino's Pizza stores nationwide are doubling their staffs and ordering more dough, sauce and cheese to take on the surge of orders anticipated. Domino's expects to sell 50% more pies than the number sold on a typical Tuesday - that means more than one million pizzas are predicted to be delivered nationwide on New Year's Eve. Statistically, there will be a pizza coming out of the oven every two minutes in every one of the 4,800 Domino's stores across the country!

"We are thrilled that Domino's Pizza has become as important as noisemakers and confetti on New Year's Eve," says Holly Ryan, Domino's Pizza spokesperson. "Americans love to ring in the New Year with their favorite pizza meal delivered directly to their door."

In addition, Domino's Pizza stores nationwide are open for business on New Year's Day - Wednesday, January 1, 2003.

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.

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 Terese Kelly (212.554.7426 or tkelly@vorhaus.com) who will connect you with the nearest Domino's Pizza store.

*1,210 people polled by Impulse Research