



Domino's Pizza Names Lynn M. Liddle Executive Vice President

October 31, 2002

ANN ARBOR, Mich. - October 31 - Domino's Pizza, the recognized world leader in pizza delivery, today announced the appointment of Lynn M. Liddle as Executive Vice President of Communications and Investor Relations. She will report to Chairman and Chief Executive Officer, David A. Brandon, and work closely with Chief Financial Officer Harry Silverman.

Ms. Liddle joins Domino's Pizza from Valassis, (NYSE: VCI), the nationwide leader in marketing services whose core business is coupon booklets distributed in newspapers. Founded in 1970, Valassis provides promotional services to over 60% of America's top advertisers, and had 2001 revenues of \$850 million. Liddle has worked at Valassis since 1981, where she played the key role in building the company's positive image in both the marketing and investment arenas. Most recently, Liddle served as Vice President of Investor Relations and Public Relations. She coordinated communication when an Australian company purchased Valassis from its founder in 1986, as Valassis concurrently was acquiring a direct competitor. In 1992, she led internal and external communication during Valassis' initial public offering, which generated nearly \$1 billion in proceeds.

"Lynn Liddle brings significant talent and experience to this newly-created role at Domino's Pizza," Brandon said. "While at Valassis, Lynn was instrumental not only in communicating their story to the investment community, but her work helped the company achieve status as one of the '100 Best Companies to Work for in America.' I am delighted to welcome her to the Domino's Pizza Leadership Team."

Ms. Liddle's responsibilities will include building an investor relations program for Domino's, while leading the company's internal and external communications.

"I'm ready to apply the many lessons I've learned through my experiences at Valassis to this dynamic company and great team. Domino's brand power and great business model will create a strong foundation to tell its great story," said Liddle.

She holds a BBA from Western Michigan University; is a member of the National Investor Relations Institute (NIRI), where she is Past President of NIRI Detroit. She is a member of the Board of Directors of the Promotion Marketing Association, and serves on its executive committee and as chair of the Coupon Council. Her professional affiliations also include the Public Relations Society of America, Women in Communications and American Advertising Federation's national ADDY committee.

Ms. Liddle and her husband, Ned, reside in Birmingham, Michigan.

Founded in 1960, Domino's Pizza operates a network of 7,138 Company-owned and franchise stores in the United States and more than 50 international countries. The company had 2001 worldwide corporate and franchise store sales of \$3.78 billion.