



Domino's Pizza Serves Up World's Largest Chicken Delivery

September 17, 2002

ANN ARBOR, Mich. - September 17, 2002 - Domino's Pizza conducted the World's Largest Chicken Delivery today, delivering more than three-quarters of a million Domino's Pizza Buffalo Chicken Kickers throughout the country. More than 75,000 of the total 825,000 were Special Deliveries served up to local VIPs.

The nationwide special delivery kicked off the official launch of the company's new Domino's Pizza Buffalo Chicken Kickers, delicious tender cuts of all white chicken breast with a kick of spicy Buffalo-style flavoring.

From Maine to Maui, Domino's Pizza franchise-owned and corporate stores participated in the enormous delivery of Domino's Pizza Buffalo Chicken Kickers to notables such as Jay Leno, Governor Jesse Ventura, non-profit organization volunteers, and local firefighters and police officers.

"Our franchisee response was overwhelming and we tripled our expected number of Special Deliveries," said Ken Calwell, executive vice president, Build the Brand, Domino's Pizza. "We are so excited about delivering high-quality chicken right to America's door that we wanted to share the experience with consumers throughout the country. Conducting Domino's Pizza's World's Largest Chicken Delivery demonstrates that Domino's is the undisputed delivery leader for pizza and now high-quality chicken."

About Domino's Pizza

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,096 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.

Editor's note: High resolution, publication-ready images for free editorial use available at www.wirepix.com/newsphotos.

B-Roll of Launch Activities Available Via Satellite Feed

All Three Feeds will be available on C-Band, Telstar 5, Transponder 15, DL 4000

Tuesday, September 17th at 7:00-7:15 pm ET

Wednesday, September 18th at 4:30-4:45 am ET