



Snyder Named Vice President, Brand Growth

February 22, 2002

ANN ARBOR, Mich. - Feb 22, 2002 - Domino's Pizza today announced the selection of Terri Snyder as Vice President, Brand Growth for the recognized world leader in pizza delivery. Based at Domino's Pizza World Resource Center in Ann Arbor, Michigan, Snyder will report to Executive Vice President - Build the Brand, Ken Calwell. She will have full responsibility for the pipeline of tested and new ideas, including new products, new promotions and new segment opportunities.

"Terri brings significant marketing and field marketing know-how to Domino's, in addition to operations experience," said Calwell. "I'm excited about filling the new product pipeline with tested ideas, and Terri is going to be able to do that for us."

Prior to joining Domino's, Snyder served as Senior Vice President of Marketing and Concept Development for Metromedia Family Steakhouses, a division of Metromedia Restaurant Group that operates Ponderosa and Bonanza Restaurants. Snyder's many years of foodservice experience also include Wendy's, Godfather's and Pizza Hut. During her time at Metromedia, Snyder was challenged to drive system sales and revitalize the two family steakhouse brands. New concept prototypes were created with sales that doubled the old concept and re-imaged stores realized sales increases between 20 to 35 percent.

Snyder holds a degree in Marketing from the University of Kansas and is a member of the Board of Directors for the Women's Foodservice Forum, an all industry conference known for its outstanding member-established programming. She, her husband Steve and 14-year-old daughter currently reside in Plano, Texas. They will relocate to the Ann Arbor, Mich. area later this year.

Founded in 1960, Domino's Pizza operates a network of 7,112 Company-owned and franchised stores in the United States and more than 60 international markets. Domino's is committed to leading the industry in product quality and operational excellence.