



## **Domino's Announces Advertising Agency Consolidation**

January 22, 2002

ANN ARBOR, Mich. - Jan 22, 2002 - Domino's Pizza today announced it has consolidated its advertising agency relationships from four agencies to two, and named J. Walter Thompson the company's agency of record.

Effective immediately, J. Walter Thompson will be responsible for national advertising creative development and execution, multi-cultural advertising and media placement for Domino's Pizza. Marti Flores Pietro Wachtel, an agency under common ownership with JWT of WPP Group, plc., will continue to manage Domino's Hispanic marketing and advertising needs. Domino's has ended its relationships with Deutsch, Inc. (general market creative) and Don Coleman & Associates (African-American-specific advertising). J. Walter Thompson has added the consulting services of Greg Walker, former president and COO of UniWorld, to assist in leading Domino's multi-cultural marketing programs and business strategies.

"J. Walter Thompson has been awarded creative duties because of its renowned brand-building capabilities," said Ken Calwell, Domino's Executive Vice President Build the Brand. "We're confident they will bring a distinctive creative edge to our total communications efforts. They have the resources to build relationships between our brand and our consumers in every discipline and communications channel."

"J. Walter Thompson's depth of retail and brand management experience, along with its experience with the Domino's brand, its scope and its high-powered talent base, makes it the right agency to handle our multi-faceted and diverse marketing needs, and help us drive better and more consistent brand communication," Calwell said. "Through this consolidation, we're taking advantage of the positive momentum we built in 2001, which was underscored by the strong, consistent message to consumers: 'Get the Door, It's Domino's.' Consolidating strategy, execution and media purchasing with one partner is the right decision for Domino's moving forward. At the same time, Marti Flores continues to shine with its breakthrough approach to reaching our important Hispanic customers."

J. Walter Thompson has served as Domino's media buying and field marketing agency of record since 1996. Marti Flores has been Domino's Hispanic agency partner since 1998.

"Domino's Pizza is a respected and growing mega-brand in the category," said Bob Jeffrey, president of J. Walter Thompson North America. "We are delighted to expand our partnership to encompass total brand communications."

J. Walter Thompson's New York and Detroit offices will work in concert on the account. The first television spots for Domino's will air March 4 as part of the company's ongoing 'Get the Door, It's Domino's.' advertising campaign.

Founded in 1960, Domino's, Inc. operates a network of 7,112 Company-owned and franchised stores in the United States and 63 international markets, with worldwide sales of more than \$3.5 billion.

J. Walter Thompson, an agency in the WPP Group, plc. (NASDAQ: WPPGY), ranks as the fourth largest advertising agency in the world and second largest in the United States, with worldwide billings in excess of \$11 billion.