



## **Domino's, K-B Toys Offer Extra Treats This Holiday**

November 26, 2001

ANN ARBOR, Mich. - Nov 26, 2001 - Santa is getting a little help this year as Domino's Pizza joins with K-B Toys to spread the Holiday cheer by giving the perfect gift combination: pizza and toys!

Throughout December, Domino's Pizza will be distributing Holiday greeting cards to over 64 million households nationwide, the largest direct mailing of its kind [by a pizza company ever]. The Holiday greeting card comes with two coupons: one for a free medium cheese pizza with purchase of any Domino's pizza and one for a free \$10 K-B Toys gift card with a minimum \$50 purchase.

The holidays are all about giving, said Ken C. Calwell, Executive VP-Build the Brand. Domino's Pizza wants to thank families all over the country for making us the pizza delivery leader.

As part of the partnership, K-B Toys will also be inserting free Domino's CinnaStix coupons in every shopping bag in its 1,300 stores.

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,112 owned and franchised stores in the United States and 65 international markets. Domino's is committed to leading the industry in product quality and operational excellence.