



Feast Your Eyes on This!

November 19, 2001

ANN ARBOR, Mich. - Nov 19, 2001 - What are America's families feasting on the night before they stuff themselves silly with turkey and pumpkin pie? Pizza!

Yes, pizza, the other American feast, is the number one choice for families coming together on Thanksgiving Eve. Put down that baster, take off that apron, and get the door! The pizza man just rang the doorbell.

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Sales the night before Thanksgiving represent one of the highest peaks of the Domino's Pizza year, next to Super Bowl Sunday and Halloween, says Holly Ryan, Public Relations Manager for Domino's Pizza. People are so busy preparing for the big Thursday dinner that the last thing they want to do on Wednesday night is cook. Pizza is the perfect meal to allow families to relax together while Thanksgiving preparations are wrapping up.

In fact, says Ryan, Domino's expects to sell more than one million pizzas nationwide the evening before Thanksgiving, representing a 50 percent increase over a typical Wednesday. That means there will be a pizza coming out of the oven every two minutes in every one of the 4,800 Domino's stores across the country that are prepared to handle the rush.

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