



Domino's Proves It's The Big Cheese

March 25, 2003

ANN ARBOR, Mich., March 25, 2003 — Pizza Today magazine, the leading publication in the pizza industry, today announced Domino's Pizza as its 2003 Chain of the Year award recipient. Jeremy White, editor-in-chief of the monthly trade publication, says Domino's was honored with the coveted award for its outstanding sales results, strong leadership, innovative product introductions, brand strength and high customer satisfaction scores.

"Domino's had an impressive year," said White. "Between solid product introductions, savvy advertising and a 'People First' mentality that has trickled down from Chairman and CEO Dave Brandon to store employees, the chain managed to post positive financial results in a time of economic instability."

"Winning awards is not why we do what we do, but it is a great honor to be recognized for our efforts and accomplishments this past year," said David A. Brandon, Chairman and CEO Domino's Pizza. "I applaud the hard work of our exceptional people – franchisees, store managers and team members worldwide - who continue to help us achieve our vision of being the best pizza delivery company in the world."

"The Domino's system, in many ways, is a worthy model that has been emulated throughout the pizza industry," said White. "Pizza Today is impressed with where the chain has gone under its management team and proud to say Domino's is our newest Chain of the Year."

In addition to being on the cover of Pizza Today's June issue and profiled extensively inside the magazine, Domino's leadership will be presented the Chain of the Year award at the Las Vegas Pizza Expo™ on March 27. The Expo, being held at the Las Vegas Convention Center, runs March 25-27 and serves to bring together the pizza industry's top products and operators.

About Domino's

Founded in 1960, Domino's Pizza operates a network of 7,230 Company-owned and franchised stores in the United States and more than 50 countries. Domino's is the recognized world leader in pizza delivery with worldwide sales topping nearly \$4 billion in 2002. Domino's Pizza is committed to leading the industry in product quality and operational excellence. On average, one of every five pizzas delivered in the United States comes from Domino's Pizza.

About Pizza Today

Pizza Today, launched in 1982, is a monthly trade publication with a circulation of approximately 45,000. The magazine is geared towards helping owners and operators of pizza restaurants make their businesses more efficient and profitable. For more information on Pizza Today, or Pizza Expo™, log on to www.pizzatoday.com.