



## **Domino's Pizza(R) Celebrates its 44th Birthday with a Nationwide Pizza Party**

December 9, 2004

Expects to Feed More than 60,000 People at Non-Profit Organizations

ANN ARBOR, Mich., Dec. 9 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is celebrating its 44th birthday with the company's second annual Pizza with a Purpose charity pizza party. Domino's stores from across the globe are coordinating a worldwide "pizza party," delivering more than 15,000 pizzas to various non-profit organizations on Thursday, December 9, 2004. The company expects to feed more than 60,000 people through the initiative.

"Serving the local communities where our team members reside is important to all of us at Domino's Pizza," said David A. Brandon, Chairman and CEO of Domino's Pizza. "While we deliver support to worthy organizations every day, on our birthday we wanted to come together as a system to give back to the communities who have helped us achieve our 44-year-old success story."

Now in its second year, Pizza with a Purpose has become an annual tradition, with franchisees and corporate stores banding together every December 9 to make special deliveries in their respective communities. This year, all of the 578 corporate-owned stores donated pizzas, with the balance of donations coming from franchisee-owned stores. Non-profit organizations who received pizzas included food banks, soup kitchens, shelters, crisis centers, after-school programs and chapter offices of local charities.

The company's 44th year has been a momentous one. Domino's Pizza, Inc. began trading common stock on the New York Stock Exchange in July. Other highlights include: Announcing a three-year partnership with St. Jude Children's Research Hospital as Domino's "charity of choice;" the extension of Domino's Philly Cheese Steak Pizza after a successful limited time only run; the national launch of Domino's Doublemelt Pizza; and the announcement of Domino's partnership with Dale Earnhardt, Inc. to become an associate sponsor of the #15 NAPA Auto Parts Chevrolet driven by Michael Waltrip.

About Domino's Pizza:

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily franchised system, Domino's operates a network of 7,603 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$4.2 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

SOURCE Domino's Pizza

CONTACT: Tim McIntyre of Domino's Pizza, 734-930-3563

Web site: <http://www.dominos.com>