



If the Wolverines Win, So Do Domino's(R) Pizza Fans

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ANN ARBOR, Mich., Dec 30, 2004 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, rewards Wolverine fans with free Cheesy Bread or Cinnastix with any menu priced pizza purchase if the team brings home a bowl game victory on New Year's Day.

Domino's, the Official Pizza of the University of Michigan Athletics, is giving Southeastern Michigan football fans an order of Cheesy Bread or Cinnastix* with any menu priced pizza purchased if the Wolverines beat the University of Texas on New Year's Day. This one-day offer is good on Monday, Jan. 3, only. To receive the special, customers must request the "University of Michigan Special" when placing their order.

"After the hubbub of the holidays wind down, people are tired of cooking big meals and want to sit down to a hot pizza and some football," said Dave Cesarini, co-owner of Domino's Pizza stores in Ann Arbor, Mich. As the 'Official Pizza of the University of Michigan Athletics,' we are rooting for our home team and want to sweeten the deal for our fellow Wolverine fans if the team is victorious."

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>.

* One order of Cheesy Bread or Cinnastix per household

SOURCE Domino's Pizza

Dana Harville of Domino's Pizza, office: +1-734-930-3741, or cell: +1-734-730-3895

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