



## Countdown to 2005-5-5: Domino's Pizza(R) Delivers Hot Pizzas to Law Enforcement Officers Working Hard on New Year's Eve in Times Square

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One of the Busiest Nights of the Year for Police  
Also One of the Busiest for Pizza Deliveries

ANN ARBOR, Mich., Dec. 30 /PRNewswire/ -- Ushering in 2005 with a great pizza offering called the 555 Deal, Domino's Pizza (NYSE: DPZ), the recognized leader in pizza delivery, will help supply hundreds of New York City police officers working on New Year's Eve in Times Square with hot slices of pizza.

Coordinating with the Patrolmen's Benevolent Association of New York City, Domino's will supply pizzas at 5:55 p.m. to one of the police command centers in Times Square. The association also supplies hot coffee, hot chocolate and other refreshments to officers during the evening.

"Not only is it one of the busiest nights of the year for police officers in New York City, it is also one of the busiest nights for pizza delivery," said Holly Ryan, spokesperson for Domino's Pizza. "Domino's Pizza expects to deliver more than 1.5 million pizzas across the country on New Year's Eve -- 24 percent more than on a typical Friday night."

Both the NYPD and Domino's Pizza will have a visible presence in Times Square on New Year's Eve. In addition to the hundreds of officers expected to be on the streets in Times Square, Domino's Pizza will tower above the festivities with a message on the Jumbotron showcasing a countdown that touts the launch of the 555 Deal -- three medium one-topping pizzas for \$5 each.

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

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

(DPZ)

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