



Domino's Pizza Delivers NASCAR Commercial Outtakes to Race Fans

March 8, 2005

'Official Pizza of NASCAR' Releases Michael Waltrip and Dale Earnhardt Jr. Bloopers Online

ANN ARBOR, Mich., March 8, 2005 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and the "Official Pizza of NASCAR," today made available the outtakes and bloopers from its new Dale Earnhardt Jr. and Michael Waltrip commercial on <http://www.dominos.com>.

"Domino's knows NASCAR fans love behind-the-scenes access to their favorite drivers," said Ken Calwell, chief marketing officer, Domino's Pizza. "And we're happy to give fans the rare sneak peek they crave."

The new commercial stars the talent of the two Daytona-winning drivers with the Domino's star, the delivery driver. Waltrip and Earnhardt engage in some friendly banter when the delivery driver shows up to deliver a pizza to "Mr. NASCAR."

The duo created some hilarious moments during the shoot and neither driver seemed to mind the numerous takes before wrapping for the day. The commercial will air during race times on Saturdays and Sundays throughout the race season.

"Junior and I had a lot of fun shooting the new Domino's commercial," said Waltrip. "Fighting over who got the pizza was the easy part."

Fans can access the bloopers by visiting <http://www.dominos.com> and clicking on the commercial link. The footage will be available on the Domino's Pizza Web site from Feb. 23 to Mar. 21, 2005.

Race day is Domino's Pizza day. Consumers can take advantage of Domino's 555 Deal -- three medium, one-topping pizzas for \$5 each and order pizza while they watch the races all season long.

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 7,757 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 more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is 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

Holly Ryan of Domino's Pizza, +1-734-930-3674, ryanh@dominos.com

<http://www.prnewswire.com>