



NBC's 'Apprentice' Candidates Vie for Slice of Domino's Pie

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Domino's Offers Special 555 Pizza Deal for Thursday Night Viewing Parties

ANN ARBOR, Mich., March 22 /PRNewswire-FirstCall/ -- Candidates from NBC's "The Apprentice" will compete in their first pizza task on March 31 as Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, will be featured on that episode of the hit show. The Domino's task airs on NBC, March 31, 9-10 p.m. ET.

"This is a great opportunity to showcase our brand and company in a very popular program," said Ken Calwell, chief marketing officer, Domino's Pizza. "We're the first pizza company to be featured on the show, which ranks in the top 10 most viewed television shows by our customers."

During the airing of Domino's episode of "The Apprentice," Domino's is encouraging groups to host viewing parties and order pizza to get into the spirit of the episode. Many stores will be offering pizza specials, including the 555 Deal: three medium one-topping pizzas for \$5 each.

"Partnering with a piping hot television show like 'The Apprentice' presents a great opportunity to reinforce our connection with popular culture," Calwell said. "We are thrilled with the affiliation that links our brand with hip, young consumers."

On an average Thursday night, Domino's delivers more than 750,000 pizzas to homes nationwide. Domino's Pizza hopes to increase its sales through its affiliation with "The Apprentice," as hungry viewers gather around the television to watch the Domino's task.

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>.

"The Apprentice" is produced by Mark Burnett Productions in association with Trump Productions LLC. Mark Burnett, Donald Trump and Jay Bienstock are executive producers. Conrad Riggs and Kevin Harris are co-executive producers.

SOURCE Domino's Pizza

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(DPZ)