



Domino's Pizza(R) Kicks Off Cinco de Mayo Holiday With National Contest

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Domino's 5-5-5 Deal Perfect for Your 5-5-05 Celebration

ANN ARBOR, Mich., May 2 /PRNewswire-FirstCall/ -- The fifth of May annually commemorates Mexico's victory over French invaders at the Battle of Puebla and symbolizes Mexican unity and patriotism. This year Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, joins in the Cinco de Mayo festivities by celebrating Mexican heritage and culture with what it does best, pizza.

A Feast for the Ears

This year on 5/5/05, Domino's will spice up Cinco de Mayo celebrations everywhere with its 555 Deal -- three medium, one-topping pizzas for just \$5 each. It also is kicking off a national radio contest, including Spanish- language radio, in more than 200 markets throughout the U.S., offering listeners an opportunity to win a Cinco de Mayo prize package.

Listeners can enter the contest by calling a participating station and answering Cinco de Mayo trivia questions. Winners will receive a Domino's "5- 5-5 on 5-5-05 Prize Pack," which includes gift certificates for free pizza and sodas, a pinata and Cinco de Mayo drink charms to equip people with the ultimate fiesta pack.

"Here in the U.S., Cinco de Mayo is celebrated with parades, music, dancing and of course, food," says Teresa Iglesias-Solomon, Hispanic Marketing Director at Domino's Pizza. "Domino's wants to be part of this national celebration, so we are offering people the chance to win a Cinco de Mayo prize pack, which includes our 555 Deal on this festive day."

About Domino's

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

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