



'Official Pizza of NASCAR' Sponsors Michigan Race

June 17, 2005

Domino's Pizza(R) 250 Runs August 20

ANN ARBOR, Mich., June 17 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and the Official Pizza of NASCAR, announced that it will be the title sponsor of the NASCAR Busch Series race on Aug. 20 at Michigan International Speedway. The NASCAR Busch Series event will be known as the Domino's Pizza 250.

Domino's Pizza also will be the primary sponsor of Michael Waltrip Racing's No. 99 Busch Series Chevrolet. Domino's Pizza officials made the announcement with officials of the speedway and NASCAR NEXTEL Cup driver Michael Waltrip.

"We are excited to expand our NASCAR sponsorship by partnering with Michigan International Speedway, located near our World Resource Center in Ann Arbor," said David A. Brandon, Domino's Pizza chairman and chief executive officer. "With Michael Waltrip driving the No. 99 Domino's Pizza Busch Series Chevrolet in the Domino's Pizza 250, the race weekend really reinforces our commitment to the sport and makes this a special event for our brand and company."

"It is very exciting to have a brand and product like Domino's Pizza join MIS on our August race weekend," said Michigan International Speedway President Brett Shelton. "Domino's is included in every aspect of the sport. They have great people who understand branding and promoting and we are proud to have them as our Busch Series sponsor. Plus, I happen to like their pizza."

Michigan International Speedway, which opened in 1968, hosts America's best racing action on its 1,500-plus acres in the Irish Hills area of southeastern Michigan. The largest sporting facility in Michigan, the Speedway -- considered one of the country's premier racing facilities -- has a seating capacity of 137,243. At the 2004 NASCAR Busch Series contest at MIS, 12 NASCAR NEXTEL Cup Series stars competed, and several NEXTEL Cup stars are expected to participate again on Aug. 20.

Domino's Pizza is building an impressive resume within the motorsports industry, in addition to its designation as the Official Pizza of NASCAR. It's the primary sponsor of Michael Waltrip Racing's No. 99 Busch Series Chevy, and is an associate sponsor of the Dale Earnhardt Inc. No. 15 NEXTEL Cup NAPA Chevrolet, also driven by Waltrip. However, Domino's has never owned a race weekend like they will on August 20th.

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 7,799 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(R)." More information on the Company, in English and Spanish, can be found on the Web at <http://www.dominos.com>.

About Michigan International Speedway

Michigan International Speedway is a wholly owned subsidiary of International Speedway Corporation, a leading promoter of motorsports activities in the United States, currently promoting more than 100 events at 12 major motorsports facilities annually.

SOURCE Domino's Pizza, Inc.

06/17/2005

CONTACT: Holly Ryan of Domino's Pizza, +1-734-604-2322; or Bill Janitz

of Michigan Int'l Speedway, +1-517-592-1272

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

(DPZ)