



Domino's Edges Out the Competition in Recent Polls

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ANN ARBOR, Mich., July 28 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is the preferred pizza of viewers and fans of CNBC's "Squawk Box," according to a live poll taken on the show's Web site.

"Squawk Box" hosted an impromptu poll on their site following news of the 3,000 store opening of one of Domino's competitors. In the poll, Web site visitors were asked which pizza they preferred and were given a choice between the three largest national brands, including Domino's Pizza. Capturing 2,649 votes out of 7,159 total votes cast (37% of the votes), Domino's was revealed as the clear winner.

Another recent indicator of pizza consumer's preference for Domino's was the chain's receipt of Brandweek magazine's 2005 Customer Loyalty Award. Domino's tied for first place, scoring 112 points out of an ideal score of 116 and receiving high marks for extras-namely pizza toppings, new product offerings and special deals like the current 555 Deal, where customers can order three medium one-topping pizzas for \$5 each.

"Satisfying our customers with a hot, fresh, great-tasting pizza delivered to their door is what Domino's is all about," said David A. Brandon, Chairman and CEO of Domino's Pizza. "We are always interested in hearing feedback from our consumers about how we're doing. These results confirm that we've been making progress in improving all areas of our business, and most importantly the customer experience. It's gratifying to receive their recognition, and it motivates us to continue to improve."

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 7,799 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>.

SOURCE Domino's Pizza, Inc.

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