



## Domino's Searches for America's Biggest Pizza Fanatic

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Lucky Fan to Win a VIP NASCAR Experience

ANN ARBOR, Mich., Aug. 12 /PRNewswire/ -- Domino's is combing the country looking for America's biggest pizza fanatic. The winner of Domino's "Pizza Fanatic" contest and one fortunate friend will enjoy a VIP NASCAR weekend where they will watch the Sept. 9 and 10, NASCAR races from some of the best seats in the house.

Domino's Pizza (NYSE: DPZ), the world leader in pizza delivery and the Official Pizza of NASCAR, is calling for entries on <http://www.dominos.com>. In 50 words or fewer, pizza fanatics need to tell Domino's why they are the biggest pizza fanatic and deserve the checkered flag.

Domino's is the primary sponsor of NASCAR driver and pizza lover Michael Waltrip's Busch Series car in Richmond, Va., on Sept. 9. The contest winner will receive prime seating for the race and an exclusive invitation to attend an appearance and photo opportunity with Waltrip.

"Domino's knows there are millions of pizza lovers across the country who are just as passionate about NASCAR," says Holly Ryan, public relations manager, Domino's Pizza. "We're going to find the person who pulls ahead of the pizza pack to prove to us why they deserve to win the Domino's 'Pizza Fanatic' contest."

To enter the contest, log on to <http://www.dominos.com>. No purchase is necessary, and the contest is void where prohibited. The contest is open to U.S. residents 21 years of age and older. The contest ends Aug. 21. For a copy of the full Official Rules, see <http://www.dominos.com>.

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 7,878 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, Inc.  
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