



Are You Really Attracted to Your Sweetheart? Perhaps Domino's Pizza Can Tell

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Pepperoni & Passion? Steak & Sizzle? Study Reveals Pizza Toppings Determine Romantic Attractions

ANN ARBOR, Mich., Feb 09, 2006 /PRNewswire via COMTEX News Network/ -- This Valentine's Day, there's a simple way to tell if you're really attracted to your Valentine. Just order a Domino's Pizza.

A study commissioned by Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, and conducted by Dr. Alan Hirsch, director of the Smell & Taste Treatment and Research Foundation in Chicago, found that the pizza toppings people prefer reveal to whom they are attracted.

"This Valentine's Day, you just might want to pay attention to what your special someone orders to top your pizza," says Dr. Hirsch. "The Domino's Pizza 'Toppings Tell All' study found a connection exists between pizza topping preference and romantic attractions."

What the Toppings Tell

So, what fires up our mutual attraction? Does pepperoni signal passion? Does sausage signify sizzle? Do mushrooms connote ardor? Here's what Dr. Hirsch concluded from his study:

- * Those pizza eaters who prefer more non-traditional topping combinations, such as pineapple and onion, are most attracted to people who prefer similar non-traditional toppings.
- * If you prefer traditional single-meat toppings like pepperoni, your attraction is for a person who likes a pizza loaded with meat toppings, perhaps because you're attracted to their unbridled zeal and passion.
- * Those who favor multiple meat toppings are most attracted to one another. This poses a problem for those hopeless romantics who prefer single meats -- their loves love another.
- * Fear not, single meat lovers -- those who prefer multiple vegetable toppings share your plight, as they are most attracted to those who prefer non-traditional toppings, who are attracted to one another.
- * Redemption of the heart exists for single meat and multiple vegetable fanatics -- those who prefer single vegetables are attracted to just about everyone.

Methodology

The study was conducted on behalf of Domino's Pizza in December 2005, by the Smell & Taste Treatment and Research Foundation among a sample of 1,000 English-speaking residents primarily in the Chicago metropolitan area. The respondents previously had completed a number of psychiatric and personality tests for the Foundation.

PizzaofYourDreams.com

To learn more about the Domino's Toppings Tell All study, visit <http://www.PizzaofYourDreams.com>. Visitors also can enter a sweepstakes for a chance to win the weekend getaway of their dreams or the "pizza of their dreams" for a year and create the pizza of their dreams playing the Dream Pizza Catch game.

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 approximately 8,000 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. Full year sales and earnings for 2005 will be released in February 2006, as well as year-ending store counts. Domino's Pizza 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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