



## **Domino's Pizza and Michigan International Speedway Team Up to Deliver for Race Fans**

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### **Domino's the 'Official Pizza' of the 2006 & 2007 Race Seasons**

ANN ARBOR, Mich., June 7, 2006 /PRNewswire via COMTEX News Network/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, today announced its official partnership with Michigan International Speedway (MIS) as the Presenting Sponsor for the 2006 & 2007 race seasons. Now, Domino's will become the "Official Pizza" of MIS.

"When Domino's became the 'Official Pizza of NASCAR,' it was always our intent to grow and maximize our participation in the sport," said Ken Calwell, Domino's chief marketing officer. "Now, with three years under our belt and a wealth of knowledge in maximizing our sponsorship, a partnership with MIS in our hometown makes sense."

Since Domino's sponsored its first Busch Series race-the Domino's Pizza 250-at MIS last August, the pizza delivery leader has been looking for new opportunities to strengthen its presence in racing. In addition to increasing Domino's visibility among fans watching race action at home or at the track, both Domino's and MIS are hoping to grow the fan base in the region.

"We are thrilled to continue to grow our partnership with an Ann Arbor based company with such a strong national brand," said MIS President Brett Shelton. "I know our race fans will continue to enjoy Domino's Pizza while they root for their favorite drivers."

"NASCAR fans have voted Domino's Pizza number one with their wallets in terms of pizza brand loyalty, and MIS has been a great partner in our quest to continue to activate our sponsorship and build sales," said Calwell. "We experienced tremendous results from the Domino's Pizza 250 Busch series race last August and are equally excited to see the same positive impact as a result of this new relationship."

#### **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 8,079 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand has been named a Megabrand by Advertising Age magazine, and had global retail sales of nearly \$5.0 billion in 2005, comprised of approximately \$3.3 billion domestically and \$1.7 billion internationally. Domino's Pizza has been 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. To purchase tickets to events at

MIS, or for more information, log onto <http://www.MISpeedway.com> or call the MIS ticket hotline at 1-800-354-1010.

#### **SOURCE Domino's Pizza**

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