



What's In a Name? Free Pizza if You're 'Brooke Lynn'

November 28, 2006

Domino's Pizza Rewards Customers Named 'Brooke Lynn' in Honor of its New Brooklyn Style Pizza

ANN ARBOR, Mich., Nov. 28 /PRNewswire/ -- In honor of its new Brooklyn Style Pizza, Domino's is rewarding customers with the name "Brooklyn" or "Brooke Lynn" with a free Brooklyn Style Pizza. Beginning today through December 17, Domino's is giving away gift certificates good for a free Brooklyn Style Pizza to the first 300 people who can prove it.

"We're honoring everything "Brooklyn" with the introduction of our new Brooklyn Style Pizza," said Tim McIntyre, Vice President of Communications for Domino's Pizza. "We created this promotion to reward the real die-hard Brooklynites whose love of the 'old neighborhood' inspired them to name their children after it. What better way is there to salute a great community?"

How to Enter

The first 300 people who get to Domino's with proof that their name is "Brooklyn" or "Brooke Lynn" will be rewarded. To enter, contact Dana Harville at (734) 930-3741 or dana.harville@dominos.com. Entrants will be asked to provide a copy of their birth certificate and/or driver's license along with a mailing address and telephone number (limit one per customer, for a limited time). All forms of the spelling of "Brooke" and "Lynn" will be accepted. For official rules, visit <http://www.dominos.com>.

The new Brooklyn Style Pizza is crafted with Domino's signature, hand-tossed dough stretched thin and cut into 6 big, foldable slices. The pizza includes a blend of mozzarella and provolone cheeses and a choice of new Brooklyn Style sausage or pepperoni toppings. Whether your name is Brooke, Lynn or Marty, all customers can enjoy a large Brooklyn Style Pizza for just \$9.99.

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 8,238 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 nearly \$5.0 billion in 2005, comprised of \$3.3 billion domestically and \$1.7 billion internationally. During the third quarter of 2006, the Domino's Pizza(R) brand had global retail sales of approximately \$1.2 billion, comprised of more than \$700 million domestically and more than \$400 million 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

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