



Domino's Uncovers 'Brooklyn' as the 'It' Name for Generation Y

December 18, 2006

ANN ARBOR, Mich., Dec. 18 /PRNewswire/ -- When Domino's announced it was giving a free Brooklyn Style Pizza to the first 300 people named "Brooklyn" who contacted them, they didn't know what to expect. Since Domino's Brooklyn Name Contest began on November 28, approximately 60 percent of the total contest inquiries were from parents of children under the age of 15. Now that the original Brooklyn Name Contest has ended, Domino's is launching a new contest open to "Brooklyns" of all ages.

"We launched this contest because we wanted to celebrate our newest pizza by rewarding those who loved the borough of Brooklyn so much that they would name a child after it," said Tim McIntyre, Domino's Vice President of Communications. "As it seems like most of the Brooklyns of the United States are under the age of 15, we felt it was only fair to give them an opportunity to win a free Domino's Brooklyn Style Pizza, too. So, we have decided to have a new contest."

Has Domino's uncovered a new trend? Not according to the recently released BabyCenter(R) Top 100 Baby Names. The name "Brooklyn" ranks 54th out of 100 most popular names for a girl in 2006. According to Thinkbabynames.com, the name "Brooklyn" started picking up steam in 1993. In fact, "Brooklyn" made the BabyCenter Top 100 Baby Names list in 2003 at just #95 out of 100 names for girls. By 2004, the name grew in popularity to take the #84 slot. Most recently, in 2005, "Brooklyn" climbed the chart to #62. Unlike British celebrities Victoria and David Beckham who named their son "Brooklyn" after the borough where they learned she was pregnant, the name never gained enough popularity among males to reach the BabyCenter's rankings.

Contest Entry Details

The first 100 people who get to Domino's with proof that either their name or their child's name (in the case of parent's with underage children) is "Brooklyn," "Brooke Lynn," or any spelling of that name will be rewarded with \$10 worth of Domino's Pizza gift certificates good for a Brooklyn Style Pizza or any other Domino's menu item. To enter, contact Dana Harville at (734) 930-3741 or dana.harville@dominos.com. Entrants will be asked to provide a copy of "Brooklyn's" birth certificate, driver's license or other valid forms of identification 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 as long as the first and/or middle name is "Brooklyn." For contest rules, visit <http://www.dominos.com>. Entries will now be accepted through December 31.

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(R)

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 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 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(R) 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.

NOTE TO EDITORS: We love to feed the media! Call the Domino's Public Relations Department at 734-930-3741 to order a piping, hot Domino's Pizza for your newsroom or studio.

CONTACT:

Dana Harville of Domino's Pizza, Inc.,
+1-734-930-3741,
Dana.harville@dominos.com