



As the Ball Drops, Sales Rise for Domino's Pizza; Domino's Gears Up for a Busy Pizza Weekend

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ANN ARBOR, Mich., Dec. 29 /PRNewswire/ -- From New Year's Eve parties to New Year's Day football, pizza is on the menu for households across the country this holiday weekend and Domino's is ready to deliver. Whether your 2007 New Year's celebration calls for watching the ball drop or sitting on the couch and rooting for your favorite team, Domino's Pizza is the perfect meal solution.

New Year's Eve is typically a busy time for pizza sales. This year on New Year's Eve and New Year's Day, Domino's expects to sell approximately 2.3 million pizzas in the United States alone. To prepare for the rush, stores across the country are doubling their staffs and ordering more dough, cheese and sauce to prepare for the surge of anticipated orders.

"Pizza is the food of choice for babysitters everywhere," said Tim McIntyre, Domino's Pizza spokesman. "New Year's Eve and New Year's Day are dates we circle on our calendars as two of the five busiest days we can plan for. Our team members love working on these busy days, when customers are celebrating. Happy people tend to be more generous, especially when their team is winning a big game."

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 www.dominos.com.

CONTACT: Tim McIntyre of Domino's Pizza, +1-734-604-1863 cell, or tim.mcintyre@dominos.com