



Domino's Pizza + NASCAR = Happy Fans

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Domino's Pizza is becoming a Favorite Race Day Tradition for NASCAR Fans

Tampa, FL – Domino's Pizza is embarking on its fifth year of involvement with the NASCAR NEXTEL Cup Series. The company has evolved from its entrance into the sport as the Official Pizza of NASCAR to both the Official Pizza of Michigan International Speedway, as well as a major sponsor at the team level. In the past two seasons, this included primary paint schemes with Michael Waltrip in both the NASCAR Busch Series, and the NASCAR NEXTEL Cup Series. In 2007, Domino's Pizza has taken another step by becoming the primary sponsor of the #00 Domino's Pizza Toyota and driver David Reutimann for Michael Waltrip Racing, running in 17 races throughout this season.

So, why the step forward?

Ken Calwell, Domino's Chief Marketing Officer, says the company's involvement with NASCAR has continued to grow because of the way it has helped enhance the Domino's brand. "When Domino's became the 'Official Pizza of NASCAR,' it was always our intent to grow and maximize our participation in the sport," Calwell said. "Since then, Domino's Pizza has moved from 3rd to the #1 pizza brand among NASCAR fans. We feel our association with NASCAR is working, and we are excited to take it to the next level by becoming a primary NASCAR NEXTEL Cup Series sponsor of the #00 Domino's Pizza team with Michael Waltrip Racing."

The company is committed to making Domino's Pizza a tradition for race fans, as the hot dog is to followers of baseball. Their goal is for race day to be a time for ordering Domino's Pizza, while following rookie driver David Reutimann's development toward NASCAR NEXTEL Cup Series success.

This goal can be accomplished considering that NASCAR's 75 million fans are more brand loyal than any other professional sport - putting Domino's in a prime position to connect with this fan base.

Domino's Pizza will let the fans get involved when they launch their new product, Cheesy Garlic Bread Pizza, in the corporate village at Daytona International Speedway. Domino's will be offering fans a free sample of the Cheesy Garlic Bread Pizza throughout Speedweeks at Daytona -- allowing NASCAR fans to be the first to taste this delicious new product.

The excitement will only continue throughout the season with creative promotions that will be tailor-made for the NASCAR fan. This includes the "00 Deal" and the "Fan Fuel Free for All" which will be start Feb. 18, the day of the Daytona 500. (include basic details on deal and promotion/sweepstakes)

Do not forget to watch for the debut of the #00 Domino's Pizza Toyota driven by David Reutimann on Feb. 18 at Daytona International Speedway. More information can be found on the web at www.teamdominos.com.

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 over 8,200 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza® 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®." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

About Michael Waltrip Racing:

Michael Waltrip Racing enters multiple full-time Toyota Camry entries in 2007 during Toyota Motorsports inaugural year in the NASCAR NEXTEL Cup Series. Beginning as a modest family-owned operation in Sherrills Ford (N.C.) nearly a decade ago, Waltrip's team developed quickly into a top-notch winning organization. After overseeing a winning NASCAR Busch Series team, Waltrip raised the bar for Michael Waltrip Racing and began fielding cars in the NASCAR NEXTEL Cup Series on a limited basis. His trial run as a NASCAR Cup Series team owner was the driving force behind his vision to become a full-time owner.

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