



Domino's Pizza Delivers the 'Great Debate' to NASCAR Fans

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FORT WORTH, Texas, April 13 /PRNewswire/ -- Domino's Pizza, the Official Pizza of NASCAR and primary sponsor of the #00 NASCAR NEXTEL Cup team, introduces the "Great Debate" at Texas Motor Speedway this weekend. The Great Debate gives NASCAR fans the opportunity to pick their favorite pizza among two of Domino's most popular pies now available nationwide -- the Philly Cheese Steak Pizza and Brooklyn Style Pizza.

Starting today, and continuing next weekend at Phoenix International Raceway, fans will have the opportunity to sample both pizzas and vote on their favorite, outside of turn four at the Domino's Fan Fuel Zone Corporate Display. Then in two weeks at Talladega Superspeedway, either the Philly Cheese Steak or Brooklyn Style Pizza will be the inspiration for a unique paint scheme on the #00 Domino's Pizza Toyota during the Aaron's 499 Dream Weekend.

This is a true heavyweight battle between two of Domino's most successful pies -- a rivalry fit for NASCAR. In 2003, Domino's Pizza brought the craveable taste of Philly Cheese Steak to America's favorite fun food-pizza- with the introduction of Domino's Philly Cheese Steak Pizza. Then just last year, another big city taste took center stage when Domino's Pizza introduced the Brooklyn Style Pizza -- a classic style pizza crafted with Domino's hand- tossed dough stretched thin and cut into six big, foldable slices. Now, NASCAR fans will have the chance to try both big city tastes and vote on their favorite.

"Cast your vote now by ordering your favorite pizza or go online to select your favorite pizza and NASCAR paint scheme. We want to hear from you," said Domino's Chief Marketing Officer Ken Calwell. "Who knows ... if consumers like one pizza over the other, maybe one of them will stick around on the menu for awhile. Let the best pizza win!"

NASCAR fans unable to make it to the track can vote on their favorite pizza and paint scheme at www.dominos.com or www.teamdominos.com. Continue to watch for Raybestos Rookie of the Year contender David Reutimann and the #00 Domino's Pizza Toyota this weekend at Texas Motor Speedway for the Samsung 500. More information can be found on the Web at www.teamdominos.com.

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 8,366 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 approximately \$5.1 billion in global retail sales in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the fourth quarter of 2006, the Domino's Pizza(R) brand had global retail sales of nearly \$1.6 billion, comprised of nearly \$1.0 billion domestically and approximately \$600 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.

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.

SOURCE Domino's Pizza

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