



Trick or Treat ... It's Time to Eat ... Domino's Pizza!

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ANN ARBOR, Mich., Oct. 30 /PRNewswire/ -- Turkey for Thanksgiving. Ham for Christmas. Pizza for Halloween? When dinnertime arrives on Halloween, families around the nation will order enough pizza to make it one of the busiest days of the year at Domino's Pizza. Domino's is getting ready to deliver more than 1 million pizzas to trick-or-treating households from New York to California. That's almost a 50 percent increase from a typical Wednesday.

"Ordering dinner from Domino's Pizza gives parents one less thing to worry about on Halloween," said Tim McIntyre, vice president of corporate communications, Domino's Pizza. "Domino's takes care of delivering dinner while everyone puts last minute touches on their costumes before heading out to trick-or-treat."

This Halloween, customers can treat themselves to Domino's new Crispy Melt Pizza, with melted provolone and cheddar cheeses, pizza sauce and delicious toppings, sandwiched between twin crispy crusts. Customers can purchase a one- topping Crispy Melt Pizza for just \$9.99.

To make feeding the hungry little ghosts and goblins even easier, customers can place their orders in advance online at <http://www.dominos.com> or on your way home from work on a web-enabled phone at <http://mobile.dominos.com>.

Traditionally, Halloween ranks as one of the top five busiest days for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Thanksgiving Eve, New Years Eve and New Year's Day.

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 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$754.7 million domestically and approximately \$510.7 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)." Customers can place orders online in English and Spanish by visiting www.dominos.com or from a web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

SOURCE Domino's Pizza 10/30/2007 CONTACT: Stacey Bednarski of Domino's Pizza+1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)

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