



Domino's Pizza Salutes U.S. Veterans with New Franchise Program

November 8, 2007

Significant Franchise Discounts Offered to U.S. Veterans

ANN ARBOR, Mich., Nov. 8 /PRNewswire-FirstCall/ --Domino's Pizza, (NYSE: DPZ), the recognized world leader in pizza delivery, is proud to introduce its new U.S. Veterans Franchise Program. Domino's U.S. Veterans Franchise Program honors the courage and dedication of the men and women of the U.S. military by providing significantly discounted business ownership opportunities to deserving veterans.

Domino's U.S. Veterans Franchise Program aims to provide resources and financial incentives to qualified, honorably discharged military members to provide an easier transition into civilian life after military service completion. Qualified U.S. military veterans interested in business ownership at Domino's Pizza will receive a competitive \$20,000 franchise fee discount, operational savings, rebates and comprehensive training.

"Domino's has a historic connection with the military," said David A. Brandon, Domino's Pizza Chairman and CEO. "Our first successful pizzerias were on military bases and college campuses. Domino's U.S. Veterans Franchise Program is the next step in our successful and evolving relationship with the military. We believe that the company with the best people wins and that is why we are incentivizing U.S. veterans to come join our team."

"Domino's is built around dedicated teams working together to grow and succeed," said Tony Osani, U.S. veteran and award-winning owner of 16 Domino's stores. "My experience in the military taught me to be a disciplined leader who could follow directions and work with a team to accomplish responsibilities for the betterment of the Marines and my country. These values are an asset to the operation of my stores and to the entire Domino's Pizza system."

Spouse Employment Partnership

Domino's extends the \$20,000 Veterans Program franchise fee discount and other rebates to spouses of active military members. In addition to franchising incentives, Domino's is looking for military spouses to take advantage of employment opportunities offered throughout the company's system. Spouses of current service members interested in pursuing a corporate career at Domino's Pizza can review job listings in Domino's online career center. Those interested in store operations should contact their local Domino's Pizza store or go to snagajob.com.

Apply Now

Honorably discharged U.S. military veterans, as well as spouses of active military members, with the dream of business ownership, should complete the initial online application located at www.dominos.com or call the Domino's Pizza franchise development team at 1-877-921-8326 (option 8).

Domino's Pizza U.S. Veterans Franchise Program is endorsed by the International Franchise Association's Veterans Transition Franchise Initiative (VetFran), which promotes business ownership through franchising to the men and women who have been honorably discharged from the U.S. military.

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

11/08/2007

CONTACT: Stacey Bednarski of Domino's Pizza, +1-734-930-3274

stacey.bednarski@dominos.com

Web site: <http://www.dominos.com>

<http://snagajob.com>

(DPZ)

CO: Domino's Pizza

ST: Michigan

IN: FOD RST REA FIN

SU: VET CSR PDT