



This is Your Captain Speaking...Get the Door, it's Domino's!

November 13, 2007

Domino's Pizza Makes a Special Delivery to Hungry Airplane Passengers

ANN ARBOR, Mich., Nov. 13 /PRNewswire/ -- What's better than having Domino's pizza delivered to your door? How about having Domino's delivered to you on an airplane?

After a nearly three-hour flight delay on Monday, Nov. 5, at the Dubuque Regional Airport in Dubuque, Iowa, passengers aboard a Chicago-bound flight were pleasantly surprised when their flight attendant morphed into a Domino's delivery expert, carrying piping hot pizzas.

"Even though the airport was a bit beyond their normal delivery area, the local Domino's was able to have hot pizzas delivered to us in about 25 minutes," said Domino's Pizza area leader Jeff Cullers, a passenger on the plane. "Everyone aboard the plane was really happy with the special delivery."

Cullers, who arranged the delivery after his fellow passengers started grumbling about the delay, works with 60 franchise-owned Domino's Pizza stores in Iowa, Missouri, Minnesota, Wisconsin, Illinois and Nebraska.

After the second hour of the delay, the pilot and airport staff gave clearance to have Domino's pizza delivered to the flight's passengers and crew. Never has an airplane meal tasted so good.

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

11/13/2007

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

stacey.bednarski@dominos.com

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

(DPZ)

CO: Domino's Pizza

ST: Michigan, Iowa

IN: FOD REA TRA TLS

SU: