Get the Door, It's Domino's ... The Official Pizza of Thanksgiving Eve

November 16, 2007

Domino's Pizza Gets Ready for Thanksgiving Eve - One of Year's Busiest Nights

ANN ARBOR, Mich., Nov. 16 /PRNewswire/ -- Turkey, stuffing and cranberry sauce might be the official foods of Thanksgiving, but Domino's Pizza (NYSE: DPZ) is the official pizza of Thanksgiving Eve.

That's because Domino's pizza sales on Thanksgiving Eve are expected to increase by 68 percent over a typical Wednesday. This Wednesday night, Domino's Pizza will be delivering more than 1.1 million pizzas to homes across the country, as weary travelers arrive at their destinations, and cooks everywhere rest up for their big day in the kitchen on Thursday.

"It's one of those nights we highlight on the calendar and prepare for," said Domino's Pizza Chairman and CEO David A. Brandon. "Our stores stock up on fresh food. We increase our staffing levels, sometimes doubling them, to ensure we can meet the needs of hungry customers across the country."

"Thanksgiving Eve is among the busiest travel days of the year, and delivered pizza is a great meal to order once you arrive at your destination," said Brandon. "We know that many people are preparing to spend much of Thursday in the kitchen and don't want the hassle of spending time cooking and cleaning up on Wednesday. Pizza is the perfect solution and the delivery experts are just a call away."

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
11/16/2007
CONTACT: Stacey Bednarski of Domino's Pizza, Inc., +1-734-930-3274
stacey.bednarski@dominos.com
Web site: http://www.dominos.com
http://mobile.dominos.com
(DPZ)

CO: Domino's Pizza
ST: Michigan
IN: FOD RST
SU: