



As the Ball Drops, Sales Rise for Domino's Pizza

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ANN ARBOR, Mich., Dec. 27 /PRNewswire/ -- From the New Year's Eve parties to New Year's Day football, pizza is on the menu for households across the country this holiday weekend and Domino's is ready to deliver. Whether your 2008 New Year's celebration calls for watching the ball drop or sitting on the couch and rooting for your favorite football team, Domino's Pizza is the perfect meal solution.

New Year's Eve is typically a busy time for pizza sales. This year on New Year's Eve and New Year's Day, Domino's expects to sell approximately 2.3 million pizzas in the U.S. alone. To prepare for the rush, stores across the country are doubling their staffs and ordering more dough, cheese and sauce to prepare for the surge of anticipated orders.

"New Year's Eve and New Year's Day are dates we circle on our calendars as two of the top five busiest pizza days we prepare for every year," said David A. Brandon, Domino's Pizza Chairman and CEO. "These holidays are all about parties, family gatherings, watching college football bowl games on television, and enjoying Domino's Pizza!"

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

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