



You Got 'Valentine's Recovery Day' From Domino's Pizza

February 7, 2008

Put in the Time for Your Special Someone on Valentine's Day and Earn the Gift of 30 Minutes to Kick Back, Relax and Recover

ANN ARBOR, Mich., Feb. 7 /PRNewswire/ -- Happy Valentine's Recovery Day! Domino's Pizza (DPZ), the official pizza delivery of VRD (Valentine's Recovery Day), is offering a special, shareable deal to celebrate those who devote time to planning and romancing their sweethearts on Valentine's Day. After flowers, candy, cards and fancy dinners, Domino's is rewarding consumers with a well-deserved break -- at least for a day.

According to a survey (1) recently conducted by Domino's on Maxim.com, respondents plan to put in an average of 6.42 hours to wooing their significant others on Valentine's Day, including preparations. Despite the great expectations, cost and stress that comes with this annual display of devotion, America still jumps at the chance to perform this true labor of love.

Ladies and gents longing for recovery on February 15 need only to reach for the nearest computer or phone to get Domino's Valentine's Recovery Day deal--two medium, two-topping pizzas, a 10-piece order of Buffalo Wings and four, 20-ounce Coca Cola® products -- made with love for just \$25.99. (Refer to coupon code #9120).

The Valentine's Recovery Day deal will be promoted on Maxim.com from 2/1/08 - 2/15/08. Visitors to the Web site can enter the amount of time they plan to devote to Valentine's Day on Domino's banner ads to receive the Valentine's Recovery Day coupon code that can be redeemed on dominos.com February 15. Participants can also spread the word to their comrades in love through a built-in tell-a-friend feature.

Offer valid through February 15, 2008. Prices, participation, delivery area, terms and charges may vary. Online ordering available at participating stores. Domino's is a registered trademark of Dominos IP holder LLC.

About Domino's®

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® 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® brand had global retail sales of more than \$1.2 billion, comprised of approximately \$725.7 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®."

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.dominosbiz.com. Domino's Pizza: You Got 30 Minutes(TM).

(1) Survey conducted with 773 respondents visiting Maxim.com from 2/1/08 - 2/5/08