



Baby Brooklyn from Scottsdale Wins Free Domino's Pizza

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ANN ARBOR, Mich., March 13 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, had a "special delivery" take place on Leap Day - Brooklyn Elizabeth Threinen! Brooklyn, born on February 29 in Scottsdale, AZ, was the winner of Domino's BRKLYN Leap Year promotion.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080313/CLTH078>)

"In honor of Domino's BRKLYN (Brooklyn-style pizza), we've been celebrating everything "Brooklyn," including Leap Day newborn, Brooklyn Elizabeth Threinen," said Jenny Fouracre, Domino's Pizza spokesperson. "We created this promotion to honor Leap Year babies and their families whose love of the old neighborhood inspired them to name their children after it."

The Threinen family was the first to contact Domino's regarding the birth of their Leap Year newborn, Brooklyn and won \$1,000 in Domino's pizza gift certificates.

"Brooklyn beat the odds by being born on February 29, a day that rolls around only once every four years," said Fouracre. "We think she is very special and deserves a memorable birthday and a lot of Domino's Pizza."

Whether you are a Leap Year baby named Brooklyn or not, all customers can enjoy a large, one topping BRKLYN pizza for just \$9.99.

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(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 \$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(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. Domino's Pizza: You Got 30 Minutes.

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