



Triplets Turning Four? Domino's Pizza(R) Says, 'Let's Celebrate More'

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Domino's to Give Away \$1,000 in Free Pizza and Pizza Party to Triplets

ANN ARBOR, Mich., April 28 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is making birthday wishes come true! In honor of Domino's new 444 Deal, Domino's will give four sets of triplets turning four in April or May, 2008, \$1,000 in pizza gift certificates and a pizza party (up to \$200) on their birthday!

"Triplets have to celebrate their birthdays on the same day, so we think that they should have triple the fun on their fourth birthdays," said Jenny Fouracre, Domino's Pizza spokesperson. "Three cakes, multiple gifts, 12 candles and one enormous birthday party can be quite costly. Domino's Pizza will take care of the pizza party."

Fun facts about triplets:

- By age 18, the average set of triplets will have consumed 2,208 slices of pizza
- The average weight gain for a triplet pregnancy is 50.2 pounds (www.Mostonline.org)
- The state with the largest population of triplets is New York (www.Mostonline.org)
- The average weight for triplets is four lbs, one ounce (www.Mostonline.org)
- In 2005, there were 6,208 triplets born in the United States

Parents with triplets turning four in April or May, 2008, should contact Chantele Telegadas at 734-930-3451 or chantele.telegadas@dominos.com. Parents will be asked to present a copy of their children's birth certificates clearly stating their children's names and birth dates. The first four sets of triplets to contact Domino's will receive \$1,000 in pizza gift certificates and a Domino's pizza party (up to \$200) on their birthdays.

Domino's new 444 Deal is a great new recession-busting meal featuring three ten-inch pizzas with one topping for \$4 each (minimum order of three), but you don't have to be a triplet to be hungry for a bargain. Share Domino's 444 Deal with friends, family or office mates -- or order it for one and save the leftovers for another meal.

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 8,624 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 over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion 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(TM).

SOURCE Domino's Pizza 04/28/2008 CONTACT: Chantele Telegadas Media Relations of Domino's Pizza +1-734-930-3451, Chantele.telegadas@dominos.com /Web site: <http://www.dominos.com> (DPZ)