



Domino's Pizza Plans to Raise Some Dough for the National Military Family Association

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Also Offers Franchise Opportunities to Veterans

ANN ARBOR, Mich., May 19 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ) stores located near military bases across the country will be asking customers to "Make it Patriotic" by adding \$1 to their orders today through May 26. All proceeds from the "Make it Patriotic" Dough Raiser will benefit the National Military Family Association.

"Domino's has a historic connection with the military," said Patrick Doyle, president of Domino's USA. "Some of our first successful stores were on military bases, starting as far back as 1972. This year, we're happy to be celebrating Memorial Day by raising some dough for the NMFA, an organization that provides endless support for members of our military and the families that support them."

The NMFA, "The Voice for Military Families," is dedicated to serving the families and survivors of the seven uniformed services through education, information and advocacy. The NMFA prepares spouses and children to better manage hardships unique to military life and helps protect benefits vital to these families, including those of the deployed, wounded and fallen. As the leading expert in family issues, the NMFA continues to support military families through innovative programs designed to enhance opportunities available to them and to reduce the traditional and emerging stressors unique to the military lifestyle.

In addition to raising funds for the NMFA, Domino's offers support to veterans throughout the year through its U.S. Veterans Program that was introduced in the fall of 2007.

Domino's U.S. Veterans Franchise Program aims to provide resources and financial incentives to qualified, honorably discharged military members to provide an easier transition into civilian life after military service completion. Qualified U.S. military veterans interested in business ownership at Domino's Pizza will receive a competitive \$20,000 franchise fee discount, operational savings, rebates and comprehensive training.

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 8,641 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. During the first quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$735 million domestically and approximately \$575 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.(TM)

SOURCE Domino's Pizza 05/19/2008 CONTACT: Stacey Bednarski of Domino's Pizza, +1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> <http://mobile.dominos.com> (DPZ)