



Domino's Introduces Pizza Tracker Poll This Election Season

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Innovative Technology Allows Domino's to Probe Politics and Pizza Preferences

ANN ARBOR, Mich., Oct. 1 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) - When buying pizza, do Democrats spend more money than Republicans? Do Republicans spend less, but rely more on credit? Do liberals buy more veggie pizzas than conservatives? Do people who consider themselves politically "undecided" purchase more "half and half" pizzas ... or opt for one of Domino's new Oven Baked Sandwiches instead?

These stereotype-busting (or reinforcing) answers are what Domino's Pizza, the recognized world leader in pizza delivery, is seeking this election season with the launch of its Pizza Tracker Poll now at www.dominos.com.

Starting today, customers who order online and follow their order's progress with Domino's Pizza Tracker, can participate in an easy "Pizza and Politics" poll, in which they can identify themselves as Democrat, Republican or Undecided. From there, Domino's looks to find whether people with common political views also share similar food preferences.

"Through our technology, we can match pizza and sandwich orders with our customers' self-identification with a political party to see what kinds of trends exist, if any," said Chris McGlothlin, Domino's Chief Information Officer. "This is our chance to determine if the stereotypes about political affiliations are deserved or if they're just myths."

Domino's Pizza in January launched another food delivery industry first: Pizza Tracker. This revolutionary technology allows Domino's customers to follow the progress of their order online every step of the way.

"There is absolutely nothing like this in the food service industry," McGlothlin said. "Pizza Tracker allows customers to follow their order every step of the way. They even know the first name of the person delivering their order. Now, with the Pizza Tracker Poll, we'll be able to report on our findings and provide insight into how Domino's customers plan to vote on Election Day. We'll also be able to determine which direction customers are leaning in those critical 'swing states' of Ohio, Florida and Michigan."

Domino's Pizza will report the findings of Pizza Tracker Poll every Tuesday until Nov. 4.

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 locally-owned and operated franchised system, Domino's operates a network of 8,671 franchised and Company-owned stores in the United States and 60 international markets. 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 second quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$717 million domestically and approximately \$589 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. 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