



Trick-or-Treat, It's Time to Eat ... Domino's Pizza!

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Domino's Pizza ready for Halloween - One of the year's busiest nights

ANN ARBOR, Mich., Oct. 27 /PRNewswire/ -- Turkey is for Thanksgiving. Ham is for Christmas. Now, according to Dominos, pizza is for Halloween! As dinnertime arrives on Oct. 31, families around the nation will order enough pizza to make it one of the busiest days of the year for Domino's. Domino's is getting ready to deliver more than 1 million pizzas to trick-or-treating households from New York to California. Now, that's a holiday tradition!

"Ordering dinner from Domino's Pizza gives families and trick-or-treaters one less thing to worry about on Halloween," said Jenny Fouracre, spokeswoman for Domino's Pizza. "Domino's takes care of delivering dinner while everyone puts last minute touches on their costumes before heading out to trick-or-treat."

This Halloween, in addition to feeding the hungry ghosts and goblins, customers can give the gift of pizza by treating family and friends to a Domino's gift card. Customers have the opportunity to order a gift card online and have it delivered with a personalized message. Gift cards require a minimum load of \$5 and a maximum load of \$100 per card.

Traditionally, Halloween ranks as one of the top five busiest days for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Thanksgiving Eve, New Years Eve and New Year's Day.

To locate a local Domino's store, order a gift card or place an order online, please visit www.dominos.com.

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 8,726 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 third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 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 (<http://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 (<http://www.dominos.com/>). Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 10/27/2008 CONTACT: Media Relations: Katie Connor of Domino's Pizza +1-734-930-3274, katie.connor@dominos.com
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