



Thanksgiving Eve Ranks as One of the Busiest Nights for Domino's Pizza

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ANN ARBOR, Mich., Nov. 19 /PRNewswire/ -- Pizza before turkey? It's an American tradition. Before families across the nation enjoy their Thanksgiving Day feast, many fuel up the night before on America's other favorite food - pizza.

This year, families are making Domino's Pizza their number one meal choice on Thanksgiving Eve. As families get ready for turkey day and travelers arrive at their destinations, Domino's Pizza will be delivering more than 1.1 million pizzas to homes across the nation on Nov. 26. That's a 50.22 percent increase over a typical Wednesday. Now, that's something to be thankful for!

"Thanksgiving Eve is one of our busiest days of the year," said Jenny Fouracre, Domino's Pizza spokesperson. "It's one of those days we circle on the calendar and for which we prepare. Our stores stock up on fresh ingredients and increase staff to ensure we can meet the needs of hungry customers across the nation."

"We know that many people are preparing to spend much of Thursday in the kitchen and don't want the hassle of spending time cooking and cleaning up on Wednesday. Pizza delivery from Domino's is the perfect solution," Fouracre continued. "It's a great meal to serve your guests, as it requires no preparation and very little clean-up."

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

This year, in addition to a delicious hassle-free meal, Domino's Pizza lovers are just clicks away from new on-demand ordering for broadband connected TiVo subscribers. Customers now have the ability to order pizza for delivery or pick-up right from their TV sets.

"Teaming with TiVo just in time for Thanksgiving and the busy holiday season is just another way we can reassure customers that Domino's has the meal covered, so they can focus on planning for these big events," Fouracre continued. "Customers can order online, over the phone or on-demand and relax knowing they can follow their order's progress if they wish to be ready when it's delivered to their doorstep."

The TiVo ordering service is the latest in a host of innovative technologies Domino's has pioneered, like Pizza Tracker, launched in January. Pizza Tracker keeps customers up to date on every step of their order from the moment it's prepared, to the time it leaves their local store.

To locate your 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.dominosbiz.com (<http://www.dominos.com/>). Domino's Pizza. You Got 30 Minutes(TM).

SOURCE Domino's Pizza 11/19/2008 /CONTACT: Katie Connor of Domino's Pizza, +1-734-930-3274 katie.connor@dominos.com /Web site: <http://www.dominos.com> (DPZ)