



As the Ball Drops, Sales Rise for Domino's Pizza

December 22, 2008

Domino's Pizza part of healthy New Year's diet resolutions

ANN ARBOR, Mich., Dec. 22 /PRNewswire/ -- From New Year's Eve parties to New Year's Day football, Domino's Pizza (NYSE: DPZ) continues to be a holiday tradition and Domino's pizza makers are ready to deliver.

New Year's Eve and New Year's Day rank in the top five busiest days for Domino's Pizza delivery in the United States. This year, on New Year's Eve and New Year's Day, Domino's expects to sell approximately 1.8 million pizzas in the United States alone. To prepare for the rush, Domino's stores across the country are stocking up on ingredients and increasing staff to ensure the needs of every customer.

In addition to enjoying Domino's pizza as a holiday tradition, customers can now add the Domino's menu to their healthy diet New Year's resolutions. Domino's recently added a nutritional information website where customers can count calories with Domino's Cal-O-Meter, learn more about ingredients and allergen information and select from an array of calorie conscious lighter options.

"Pizza can be healthy! Domino's nutritional calculator, referred to as the Cal-O-Meter, gives customers the opportunity to build their own pizza and count the calories as items are added and deleted from their order," said Jenny Fouracre, Domino's Pizza spokesperson. "The website also lists several lighter options for customers to order if they don't wish to build their own pizza. All of these options are ideal for a New Year's resolution because customers can choose more vegetables, reduce the amount of the cheese and count every calorie of their order while enjoying a delicious meal. Customers will be surprised on how healthy it can really be."

To order online or locate a local store, 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 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

-0- 12/22/2008

/NOTE TO EDITORS: High resolution logos, photographs and b-roll clips are available at <http://media.dominos.com>

/CONTACT: Jenny Fouracre of Domino's Pizza, +1-734-930-3620

jenny.fouracre@dominos.com

/Web site: <http://www.dominos.com>

(DPZ)