Domino's Pizza Tops in Customer Satisfaction!

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World Delivery Leader is #1 on American Customer Satisfaction Index

ANN ARBOR, Mich., May 20 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI), released today by the University of Michigan.

The ACSI is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. Domino's Pizza unseated not only its biggest pizza competitors, but the U.S. largest limited service restaurants, with an overall score of 77. Starbucks and Wendy's ranked second. Customer satisfaction with the entire limited service restaurant segment remained even from 2008, at 78.

Domino's outscored past category leader Papa John's by two points (75) and rival Pizza Hut by three points (74). Domino's Pizza improved 2.7% versus the previous year and is the overall "most improved" since the survey began, improving its first year score by 14.9%.

"From the first day we saw our score with the ACSI, I said we would not be satisfied until we were number one - not just in pizza, but in the entire category," said Domino's Chairman and Chief Executive Officer David A. Brandon. "I stand corrected: while we are thrilled to get the recognition for the efforts of our hard-working franchisees and team members, we are still not satisfied. We want to remain on top for a long time to come."

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 8,773 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 $5.5 billion in 2008, comprised of nearly $3.1 billion domestically and over $2.4 billion 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.dominosbiz.com.

SOURCE Domino's Pizza

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

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