



Domino's Pizza Delivers On Fire Trucks

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National Fire Safety Program Expands to College Campuses This Year

ANN ARBOR, Mich., Oct. 6 /PRNewswire/ -- That's right! Domino's Pizza, the recognized world leader in pizza delivery, is continuing their partnership with the National Fire Protection Association in an effort to deliver the message of fire safety to homeowners, and now college students, with the help of America's Dairy Producers, across the nation.

"By teaming up with Domino's, we have been able to reach more people with important fire safety information to help them learn about what they can do to prevent fires," said Lorraine Carli, vice president of Communications for NFPA. "It's hard not to pay attention to safety tips when they are delivered to your door with pizza!"

Every year, Domino's encourages consumers to change the batteries on their home smoke alarms during Daylight Savings Time. As part of the campaign, customers who order from participating Domino's Pizza stores in October may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries and/or smoke alarm and leave the home with a fully functioning fire safety device.

This year, Domino's is kicking-off their annual fire safety program in conjunction with Fire Prevention Week, Oct. 4 - Oct. 10. Participating markets across the nation, including Atlanta, Boston, Charlotte, Chicago, Columbus, Dallas, Green Bay, Houston, Los Angeles, Louisville, New York City, Orlando and San Diego areas, will deliver the message of fire safety throughout the entire month of October.

"Domino's Pizza stores across the country are more excited than ever to team up with their local fire department," said Domino's spokesperson Jenny Fouracre. "In fact, there will be more fire truck deliveries made this October than all of the deliveries made last year for Domino's fire safety program."

But, it doesn't stop there! Domino's continues to expand the fire safety program and this year, they began reaching out to college students. As college campuses around the U.S. celebrated Fire Safety Day and executed mock dorm room burns, Domino's delivered pizza with dorm room fire safety tips. Together with the NFPA, Center for Campus Fire Safety and America's Dairy Producers., including local state and regional organizations such as the American Dairy Association and Dairy Council, Domino's delivered pizza to over 5,000 students on seven college campuses, including Arizona State University, Babson College, Georgia Tech, Northwestern University, Texas A & M, University of California Los Angeles and University of Southern California.

"The Center for Campus Fire Safety could not be happier with the commitment that Domino's Pizza has made to the young adults in our colleges", said Paul D. Martin, President, Center for Campus Fire Safety, "By providing these pizza parties in conjunction with our educational Campus Fire Safety events, Domino's is providing added incentive for the students to participate and ultimately learn these vital safety messages."

About Domino's Pizza®

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 8,873 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza® 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. In 2009 Domino's ranked 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).

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About NFPA

NFPA has been a worldwide leader in providing fire, electrical, building, and life safety to the public since 1896. The mission of the international nonprofit organization is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. Visit www.nfpa.org/education for more safety information.

SOURCE Domino's Pizza, Inc.

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