



Domino's(R) Partners with the National Fire Protection Association to Deliver Fire Safety Message

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Domino's Supports Smoke Alarms Theme for Fall Campaign

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Nearly two-thirds of home fire deaths occur in homes without smoke alarms or with smoke alarms that do not function properly. With that in mind, Domino's Pizza(R) (NYSE: DPZ), the recognized world leader in pizza delivery, today announced its fall fire safety campaign to encourage customers to focus on home smoke alarms for safety. Fire Prevention Week is October 3 through October 9, and participating markets will deliver the message of "Smoke Alarms: A Sound You Can Live With" on pizza boxes during that week, together with their partners at the National Fire Protection Association (NFPA).

As part of the fall 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.

"Hundreds of lives could be saved each year if all homes had working smoke alarms," said Domino's spokesperson Chris Brandon. "Domino's makes 1 million deliveries each day, so we reach a lot of people in their homes, where fire safety begins. We are thrilled to continue the partnership with the NFPA and to be able to use our network of delivery experts to make homes across the country a little safer."

"On average, eight people die in home fires every day," said Lorraine Carli, NFPA's vice president of communications. "We appreciate Domino's giving us the opportunity to literally deliver life-saving information on fire safety and smoke alarms to people in their home with their pizza."

Smoke Alarm Safety Tips from Domino's and NFPA

1. An ionization smoke alarm is generally more responsive to flaming fires and a photoelectric smoke alarm is generally more responsive to smoldering fires. For the best protection, both types of alarms or combination ionization and photoelectric alarms are recommended.
2. Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement. For the best protection, interconnect all smoke alarms throughout the home. When one sounds, they all sound.
3. Test alarms at least monthly by pushing the test button.
4. Smoke rises; install smoke alarms following manufacturer's instructions high on a wall or on a ceiling. Save manufacturers' instructions for testing and maintenance.
5. Replace batteries in all smoke alarms at least once a year. If an alarm "chirps," warning the battery is low, replace the battery right away.
6. Replace all smoke alarms, including alarms that use ten year batteries and hard-wired alarms, when they are ten years old or sooner if they do not respond properly when tested.
7. Alarms that are hard-wired (and include battery backup) must be installed by a qualified electrician.
8. If cooking fumes or steam sets off nuisance alarms, replace the alarm with a photoelectric type alarm or an alarm that has a "hush" button. A "hush" button will reduce the alarm's sensitivity for a short period of time.
9. Smoke alarms are available for people who are deaf. These alarms use strobe lights. Vibration equipment is required with these alarms. This equipment is activated by the sound of the smoke alarm.
10. People with mild to severe hearing loss can use a device that will make a mixed, low-pitched sound. This device is activated by the sound of a traditional smoke alarm.

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 9,097 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. During the second quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of approximately \$755 million domestically and over \$645 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which they previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its core hand-tossed product,

reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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.firepreventionweek.org for more safety information.

About Fire Prevention Week

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925.

SOURCE Domino's Pizza