

## Domino's Pizza Increases Its Slice of the Pie on Super Bowl Sunday

### comScore Study Finds Domino's Pizza Experienced the Largest Increase in Share of Dollars Spent Online Compared to Papa John's and Pizza Hut on Super Bowl Sunday

RESTON, Va., Feb 25, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released study results showing that among three of the nation's top pizza delivery franchises -- Domino's Pizza, Papa John's and Pizza Hut -- Domino's saw the greatest increase in share of dollars spent online during this year's Super Bowl Sunday compared to an average Sunday in October during football season. Domino's increased share from 20 percent to 31 percent, while Papa John's and Pizza Hut both saw their relative shares of online orders decline.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Share of Online Ordering Dollars among Major Pizza Chains  
 Total U.S. - Home/Work/University Locations  
 Source: comScore, Inc.

Pizza Chain	Share of Dollars		Point Change
	Average Sunday in Oct-07	Super Bowl Sunday 2008	
Domino's	20%	31%	11
Papa John's	43%	35%	-8
Pizza Hut	38%	34%	-4

"In the highly competitive pizza delivery industry, achieving success on peak selling days -- like Super Bowl Sunday -- is crucial, and this year Domino's saw the greatest improvement," says Carolina Petrini, comScore senior vice president, Marketing Solutions. "Oftentimes, landmark events like Super Bowl Sunday have a way of bringing new customers into the fold and can have a profound impact on shaping a developing market channel like online ordering. It is important for marketers to capitalize on these opportunities to position themselves for future success."

#### Domino's Share Increase Fueled by Larger Number of Purchasers

The sharp increase in Domino's dollar share on Super Bowl Sunday came from an increase in number of purchasers and not a higher average transaction size.

#### Percent Increase of Purchasers on Super Bowl Sunday

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Pizza Chain	Compared to Average Sunday in Oct-07
Domino's	147%
Papa John's	22%
Pizza Hut	2%

In fact, average dollars per transaction for Domino's actually declined 7 percent from its October average to \$22.93.

Average Dollars per Online Ordering Transaction among Major Pizza Chains

Total U.S. - Home/Work/University Locations  
Source: comScore, Inc.

Pizza Chain	Average Dollars Per Transaction		
	Average Sunday in Oct-07	Super Bowl Sunday	Percent Change
Domino's	\$24.57	\$22.93	-7%
Papa John's	\$22.57	\$22.66	0%
Pizza Hut	\$21.85	\$28.28	29%

Pizza Hut achieved a notable 29-percent increase in average transaction size to \$28.28 but experienced a marginal decline in dollar share. Papa John's saw virtually no change in its average transaction size but experienced a significant decline in dollar share. Even with the share decline, Papa John's remained the share leader by one percentage point.

"This type of analysis provides marketers with the insights needed to assess the performance of their campaigns and benchmark against the competition," said Petrini. "Understanding which factors are determining success can help marketers determine the optimal strategy for future efforts."

To request a copy of the Online Pizza Delivery on Super Bowl Sunday report or for more information on comScore capabilities, please visit <http://www.comscore.com/pizza>.

#### About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>.

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