



Domino's Pizza Introduces New Pie with Twice the Flavor: Domino's Doublemelt Pizza(TM)

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ANN ARBOR, Mich., Sep 2, 2004 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is introducing its first new pizza, Domino's Doublemelt Pizza, since becoming a public company in July 2004. Inspired by the success of similar pizzas in international markets, Domino's Doublemelt offers a new option for those looking to double their pizza enjoyment.

Domino's Doublemelt starts with a thin crust, covered in a creamy blended cheese sauce full of herbs and a hint of garlic. A second thin crust is added and topped with the basics -- tomato sauce, mozzarella cheese and choice of toppings. To top it off, another blend of six cheeses is added.

"This unique combination creates a texture unlike anything you've ever tasted in a pizza before, with layer upon layer of flavor," said Ken Calwell, executive vice president, for marketing & development at Domino's Pizza.

Domino's is planning an aggressive marketing program supporting the launch. Introductory television ads, featuring actor Leslie Nielson, will begin airing nationwide soon. One humorous spot shows a couple enjoying their Domino's Doublemelt Pizza as a voice-over in a familiar voice dramatically describes the product. Annoyed, the wife asks, "Do we have to do this every time we order?" Flash to a tuxedo-clad Nielson, who shrugs and asks, "Why not?"

The new Domino's Doublemelt ad will run during "Monday Night Football," tapping into Domino's new sponsorship of the 35th Anniversary of Monday Night Football with ESPN and ABC Sports.

Domino's is rolling out the newest pizza in layers, with the majority of markets available beginning August 30 and nationwide by September 27.

Consumers can buy a medium one-topping Domino's Doublemelt Pizza for just \$9.99 and get any second medium pizza for just \$5.00 more.

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 franchised system, Domino's operates a network of approximately 7,500 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$4.2 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com>.

SOURCE Domino's Pizza

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