Domino's Pizza Enters Russell Indexes

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Enhances Investment Community Awareness of DPZ Stock

ANN ARBOR, Mich., Oct 4, 2004 /PRNewswire-FirstCall via COMTEX/ -- Domino's Pizza, Inc. (NYSE: DPZ), the recognized world leader in pizza delivery, acknowledged its inclusion into the Russell 2000 and 3000 Indexes, effective September 30, 2004.

Russell, one of the world's leading investment services firms, announced that they will now add initial public offerings on a quarterly basis in order to enhance how well each index reflects its segment of the U.S. equity market. Previously, IPOs were added only as part of Russell's annual index reconstitution process each May. Domino's Pizza completed its initial public offering on July 13, 2004, and was the largest IPO in restaurant history.

Membership in Russell's 21 U.S. equity indexes is determined primarily by market capitalization ranking and style attributes. Russell indexes are widely used by managers of index funds and as benchmarks for both passive and active investment strategies. Annual reconstitution of these indexes captures the 3,000 largest U.S. stocks, with the largest 1,000 companies compromising the Russell 1000 and the remaining 2,000 companies becoming a part of the widely-used Russell 2000. More than $360 billion is invested in index funds based on Russell's indexes and an additional $1.8 trillion is benchmarked to them. Investment managers who oversee these funds purchase shares of member stocks according to that company's weighing in the particular index.

David A. Brandon, Chairman and CEO of Domino's Pizza, said, "We're pleased about the added investment community awareness our inclusion in these indexes will bring, as well as the associated benefits of an expanded shareholder base."

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 7,530 franchised and Company-owned stores in the United States and more than 50 countries. Domino's Pizza, named a Megabrand by Advertising Age magazine, had Company- owned store and franchise 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 .

SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995: Certain statements contained in this release relating to our anticipated profitability and operating performance are forward-looking and involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements.

Among these risks and uncertainties are competitive factors, increases in our operating costs, ability to retain our key personnel, our substantial leverage, ability to implement our growth and cost-saving strategies, industry trends and general economic conditions, adequacy of insurance coverage and other factors, all of which are described in our regulatory filings made with the Securities and Exchange Commission. We do not undertake to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE Domino's, Inc.

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http://www.dominos.com