



New Yorkers See Double on Monday: Double Decker Buses, Twins, Domino's New Doublemelt Pizza(TM)

October 11, 2004

WHAT: Domino's Double Day in New York, New York is Monday, October 11

* Manhattan Borough President C. Virginia Fields officially declared October 11th Domino's Pizza Double Day to celebrate the launch of Domino's Doublemelt Pizza.

* The New York Stock Exchange Opening Bell will ring simultaneously at two locations: NYSE by Domino's Chairman & CEO David Brandon and by Domino's Franchisee John Patalano at a midtown Manhattan Domino's store.

-- Great pictures: Domino's identical twin team members; Gray Line NY red double decker buses; cheesy, delicious pizza!

* Domino's is partnering with Gray Line New York Sightseeing to provide their lunchtime double decker bus riders with Domino's Doublemelt Pizza.

* All New Yorkers with Double Names get a free medium, 1-topping Doublemelt Pizza (carry out only/show picture ID) on Oct. 11.

-- A search on whitepages.com turns up 26 John Johnsons, 3 David Davidsons and 1 Mohammed Mohammed in New York City. There are plenty more double names!

* With a playful nod to the election year introduction, Domino's is calling on consumers to vote for their favorite examples of double talk at <http://www.dominos.com>.

WHO: Domino's Pizza team members, Tom Lewis, president, Gray Line New York Sightseeing, and hungry New Yorkers and visitors.

WHEN Monday, October 11, 2004
& WHERE: 9:30 a.m.: Opening Bell -- Domino's Pizza, 277 W. 40th (between
 7th & 8th)
 11 a.m.-2 p.m.: Double Decker tour bus riders get free Domino's
 Doublemelt Pizza for lunch, courtesy of Gray Line NY and
 Domino's at downtown bus stops (call for exact location).

VIDEO: A Video News Release will feed from 14:30 - 14:45 via Waterfront 1630 and Satellite feed Telestar 5, C Band, Transponder 14.

WHY: 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, which is 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.

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SOURCE Domino's Pizza 10/11/2004

Web site: <http://www.dominos.com>