



## What's In a Name? Domino's Doublemelt Pizza

December 15, 2004

### Domino's Pizza rewards customers with same first, last names

ANN ARBOR, Mich., Dec 15, 2004 /PRNewswire via COMTEX/ -- Do you see double when you write your name? Did you marry someone with the same last name as your first? Are you a Michael Michaels, Frank Franklin, Adam Adams or Carol Carroll? If so, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is looking for you. Domino's continues to celebrate its new Doublemelt Pizza by giving the pizza to people with double names.

"This is a fun way for Domino's to give a special treat to consumers with double names," explains Holly Ryan, Domino's Pizza spokesperson. "With double the crust and double the cheese, we're rewarding our double-named customers with double the fun."

Domino's Doublemelt Pizza was rolled out in September 2004. 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.

To receive gift certificates for two medium Doublemelt (or other) pizzas, people with a double name need only fax a copy of a driver's license or other form of government-issued identification to Domino's Pizza Doublemelt Double Name Contest at (800)-615-6119, or mail to Domino's Pizza, Attention Holly Ryan, 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

Submissions will be accepted by Domino's Pizza from Dec. 15, 2004 through Dec. 31, 2004. All eligible entrants will receive their gift certificates (\$15 value) on or around Jan. 15, 2005.

#### 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 7,603 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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<http://www.dominos.com>

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