



Domino's Pizza to Celebrate Initial Public Offering Chairman & CEO David A. Brandon to Ring The Opening Bell

July 13, 2004

EVENT:

Domino's Franchisees, Executives and guests of Domino's Pizza will visit the New York Stock Exchange on Tuesday, July 13 to celebrate the company's initial public offering on the Big Board.

In honor of this special occasion, Domino's Pizza Chairman & Chief Executive Officer David A. Brandon will ring The Opening Bell.

PHOTO/VIDEO:

Photos available via Associated Press/New York (212-621-1902), Reuters America (646-223-6285) and Bloomberg Photo (212-893-3420).

The Opening Bell™ (starting at 9:25 a.m.) and The Closing Bell™ (starting at 3:55 p.m.) feeds are available via fiber line at Waterfront #1630.

DOMINO'S PIZZA (NYSE: DPZ):

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of more than 7,450 stores, approximately 90% of which are franchised, in the United States and more than 50 countries. Domino's Pizza, named a Megabrand by Advertising Age magazine, had franchise and corporate store sales of more than \$4 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 www.dominos.com.

Contact: Holly Ryan, Domino's
Phone: 734-604-2322