

MYSTERY KITS

Create excitement and generate frequency with this promotion. This is for carry-out orders only. When a customer comes into the store to pick up his pizza have him select a coupon out of the Mystery Kit bag. Definitely hype it up and make it exciting. After all they could win a free pizza or a free pizza party depending on how generous you want to be! Coupon is valid on their next visit. This is a great little promotion that is very controllable and easy to manage.

FREE Large Pizza with 1-Topping

Receive one FREE Large 1-Topping Pizza on your next visit to Domino's Pizza.

Expires: 12/31/05

Not valid with any other offer, special or discount. One coupon per customer. Please present coupon when ordering. Offer has no cash value and is not redeemable for cash.



SAMPLE COPY FOR COUPONS

DO YOU FEEL LUCKY?

Pick one of our Mystery Coupons for use on your next Domino's Pizza purchase. Who knows? It could be \$1.00 Off, a Free Topping or a Free Large 1-Topping Pizza!



A Great Way to Generate Repeat Business!

Counter Card

Domino's Pizza Mystery Kit includes:

- 1 Counter Card plus Counter Card Holder
- 500 Coupons
- 1 Red Mystery Kit Bag

S&J 23-1546

MYSTERY KIT	95.00
REFILL KIT 500 Coupons (Identical)	55.00

04/05

Choose: 350 of one, 100 of one, 40 of one and 10 of one.

- _____ 50¢ Off Any Pizza
- _____ \$1.00 Off Any Pizza
- _____ \$2.00 Off Any Pizza
- _____ FREE Topping
- _____ FREE CinnaStix[®]
- _____ FREE Cheesy Bread
- _____ FREE Large 1-Topping Pizza
- _____ FREE Pizza Party
Three Large 1-Topping Pizza & Two 2-Liter Sodas
- _____ Other: _____
- _____ Other: _____

Or write your own offers on a separate sheet.

ORDER FORM (Must be completely filled in.)

Date _____ Time _____

Contact Person _____

Legal Company Name _____
(As it appears on your checks)

Franchise Chain _____

Phone Number _____

Fax Number _____

YOUR BILLING ADDRESS

COMPANY NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

Method of Payment



Credit Card: _____ Discover _____ Visa _____ MC _____ AmEx

Acct. No. _____

Exp. Date _____ Security Code _____

Signature _____

YOUR SHIPPING ADDRESS (Must be Street Address)

COMPANY NAME _____

ADDRESS _____

CITY, STATE, ZIP _____