



ShopRunner Delivers Domino's Pizza as Exclusive Pizza Partner

March 31, 2011

Members-Only shopping program continues to innovate and expand, adding recognized world leader in pizza delivery to roster

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ShopRunner (<http://www.shoprunner.com>), a members-only shopping program that offers consumers unlimited, free two-day shipping, and Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, have announced a new partnership that will make Domino's the exclusive pizza partner of ShopRunner.

ShopRunner members can now receive free prompt delivery on all Domino's online orders through Dominos.com. Domino's Pizza is the only national pizza company to provide free delivery for ShopRunner members at checkout.

Consumers can sign up for a free, 30-day ShopRunner trial at express.dominos.com/order/olo.jsp. Following the 30-day trial, ShopRunner members pay just \$79 a year for free, two-day shipping on millions of eligible items from participating retailers and a host of exclusive benefits including members-only deals.

"This partnership with Domino's Pizza is extremely exciting and represents more than an additional value-add for our members," said Mike Golden, ShopRunner president. "It's symbolic and illustrates a game-changing approach and direction we are taking in building the best consumer experience, delivering access to a wider and wider assortment of products and services for our members."

"Free delivery through a ShopRunner membership is an excellent value that we are thrilled to bring to our customers," said Dennis Maloney, Domino's Pizza vice president of multimedia marketing. "We are looking forward to working with ShopRunner on this innovative partnership - one that proves we are always seeking ways to uphold our status as the true 'delivery experts.'"

In just six months since its arrival, ShopRunner has grown to include more than 70 retail partners, including Toys R Us, Lord & Taylor, Sports Authority, PetSmart and [drugstore.com, inc.](http://drugstore.com) Members can shop and get free two-day delivery on the broadest assortment of products including books, toys, clothing, electronics, sporting goods, pet supplies, automotive and more - and with this partnership, members receive free prompt delivery from Domino's Pizza.

About ShopRunner

ShopRunner is a members-only online shopping service that offers time-starved, savvy consumers unlimited, free two-day shipping with no minimum order size, and free shipping on returns across a wide selection of today's most popular retailers. ShopRunner members also receive access to exclusive deals that can be combined with fast, free shipping. ShopRunner's growing retail network includes relationships with America's most sought-after brands, including Toys R Us, Sports Authority, GNC, [drugstore.com, inc.](http://drugstore.com), Borders and PetSmart, with millions of products in clothing, baby, beauty, books, electronics, movies, sporting goods, pets, toys, video games, luggage, automotive and more. ShopRunner is a wholly-owned subsidiary of GSI Commerce(R), (Nasdaq: GSIC), a leading provider of e-commerce and interactive marketing services. For more information, or to try ShopRunner free for 30-days, visit www.shoprunner.com.

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About Domino's Pizza(R)

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." As of the fourth quarter of 2010, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,351 franchised and Company-owned stores in the United States and over 65 international markets. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In June 2010, Pizza Today named Domino's its "Chain of the Year" - making the company a two-time winner of the honor. In late 2009, Domino's debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's Pizza is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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