



ShopRunner and Domino's Pizza Announce a Delicious Deal; Sweepstakes to Award Free Pizza for One Year

April 6, 2011

Online promotion kicks off recent partnership making Domino's the exclusive pizza delivery partner of ShopRunner

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ShopRunner (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 launched a sweepstakes that will award the ultimate pizza lover's dream: free pizza for one year in the form of \$1,100 in Domino's gift cards.

The Sweepstakes, which kicks off the recently announced partnership making Domino's the exclusive pizza partner of ShopRunner, spans a three-week period beginning now and running through April 25. Each week, one winner will be selected to receive free pizza for one year in the form of \$1,100 in Domino's gift cards. In addition, five second-place winners will receive a one-year membership to ShopRunner (\$79 value), and 15 third-place winners will receive a \$10 Domino's Pizza gift card.

"Domino's Pizza has long been a trailblazer within the pizza delivery space, and its commitment to convenience further illustrates its entry into the ShopRunner network," said Mike Golden, president of ShopRunner. "Today's time-crunched consumers are looking for innovative ways to save time and money. By offering a method to receive free delivery, Domino's is making its customers' lives easier - matching the key tenet behind why ShopRunner was created."

Consumers can enter to win this tasty prize by signing up online for a 30-day free trial of ShopRunner at Domino's Pizza (www.dominos.com/shoprunner), direct at ShopRunner.com (www.shoprunner.com) or at any ShopRunner retail partner website. Current ShopRunner members are automatically eligible for one sweepstakes entry. A full list of sweepstakes rules and regulations can be found by clicking on the ShopRunner icon on the www.dominos.com store locator page.

In just six months since its arrival, ShopRunner has grown to include over 70 retail partners, all of which offer products eligible for free, two-day shipping with no minimum order size, free shipping on returns and member-only deals. Members can shop across millions of products within a variety of categories including books, toys, clothing, electronics, sporting goods, pet supplies, and automotive and more, and with this partnership members receive free immediate delivery from Domino's Pizza.

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older. Sweepstakes ends 4/25/11 at 11:59 a.m. ET. To enter and for [Official Rules](#), including odds, and prize descriptions, visit http://cache.dominos.com/shoprunnersweepstakes/free_pizza_for_a_year_sweepstakes.pdf. Void where prohibited.

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., Borders and PetSmart, with millions of products in clothing, baby, beauty, books, electronics, movies, sporting goods, pets, toys, video games, luggage, automotive and more. Consumers can sign up for a free, 30-day ShopRunner trial at Domino's website (<http://www.dominos.com>) or by visiting ShopRunner (<http://www.shoprunner.com>). 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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