



Domino's Pizza Kicks Up Convenience with New Ordering App for iPhone and iPod Touch

June 14, 2011

ANN ARBOR, Mich., June 14, 2011 /PRNewswire via COMTEX/ --

Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, today announced its Domino's App for iPhone and iPod touch is now available on the App Store. The app gives users the ability to order from Domino's with just a few taps of the screen.

The Domino's App gives customers instant access to the full Domino's menu, as well as local and national coupons. Users can also search for the closest Domino's location, and can utilize the fan favorite Pizza Tracker to follow the stages of their order, from the oven to their door.

"We're excited to unveil another convenient way customers can access the menu we've worked so hard to build and reinvent," said Russell Weiner, Domino's Pizza chief marketing officer. "We're confident that Domino's is the best-tasting pizza you can order using your iPhone or iPod touch."

Domino's incredible platform for online ordering averages nearly 25 percent of sales. Domino's estimates it is one of the top ten e-commerce retailers when measured by number of transactions. Customers can order online at www.dominos.com.

"We are committed to making sure we're connecting with our customers wherever they are, and now that means providing users with the convenience of ordering using their iPhone or iPod touch," said Chris McGlothlin, Domino's Pizza chief information officer. "The Domino's App engages customers who are looking for the easiest and most convenient ways to order online, and we're excited to offer this new option."

The Domino's App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore.

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." As of the first quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,379 franchised and Company-owned stores in the United States and 70 international markets. During the first quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of nearly \$815 million domestically and nearly \$774 million internationally. 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 May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

Order - www.dominos.com

Mobile - <http://mobile.dominos.com>

Info - www.dominosbiz.com

SOURCE Domino's Pizza, Inc.