



## That Was Quick! Domino's Pizza Achieves \$1 Million in Weekly Sales From Ordering App for iPhone and iPod touch

September 20, 2011

### In just three months, Domino's reaches milestone from new, convenient app

ANN ARBOR, Mich., Sept. 20, 2011 /PRNewswire via COMTEX/ --

**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** today announced that after just three months since its launch, the new Domino's App for iPhone and iPod touch has achieved \$1 million in sales over a single week.

The Domino's App also speedily achieved \$1 million in total sales - just 28 days after launch. With the app initially available on June 8 and announced to the public one week later, Domino's met both milestones much quicker than it expected.

"The most exciting thing about reaching these accomplishments so quickly is that the Domino's App is still in its infancy," said Russell Weiner, Domino's Pizza chief marketing officer. "This is happening much faster than we expected, and it's a credit to the ordering experience and convenience our app offers."

The app, offering customers the ability to order from almost all of Domino's nearly 5,000 U.S. locations with no login required, is well-received by consumers and fans. The app is currently at a 4-star user rating on the iTunes Store and has remained within the Top-20 ranking in the Free Lifestyle Apps section since its launch.

"With the rapid growth of this fairly recent technology, as well as our focus on continuing to integrate all of the unique and convenient elements of the Domino's ordering experience, it's fair to say that there is much more to come for fans of our app," said Chris McGlothlin, Domino's Pizza chief information officer. "This is only the beginning."

The Domino's App is available for free from the App Store on iPhone and iPod touch or at [www.itunes.com/appstore](http://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 second quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,436 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2011, Domino's had global retail sales of over \$1.6 billion, comprised of nearly \$793 million domestically and over \$810 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.

Order - [www.dominos.com](http://www.dominos.com)

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

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

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

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

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