



Cyber Monday = Pizza Monday? Strong Start Helps Domino's Online Ordering Set Record Week

December 7, 2011

Nov. 28 kicked off unprecedented 1 million order week via online and mobile

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Consumers on Cyber Monday weren't just buying Christmas gifts online - they were buying a lot of pizza. **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, for the first time in its history, processed more than 1 million orders in the US from online and mobile devices in one week alone, from Nov. 28 - Dec. 4.

That's 1.08 million, to be exact - leading Domino's to its best week of digital sales ever in the US.

"This was the first time in our history we surpassed 1 million digital orders in a single week," said Patrick Doyle, Domino's Pizza president and chief executive officer. "It was extraordinary - and clearly a sign of the times. Consumers are not only craving quality food, but they're getting it via the convenience of ordering from their computers and other mobile devices."

Nearly four years since its launch, Domino's online ordering now makes up about 30% of total orders.

"Our online and mobile ordering platform is second to none," said Doyle. "While we are pleased with the orders it is generating, we are mostly proud of the positive experience it continues to provide our customers."

Domino's hasn't stopped at online ordering when it comes to building relationships with consumers. Tomorrow in the US, Domino's is hosting its first ever Global Domino's Day - a multinational promotion with 19 participating countries on Facebook, helping celebrate the company's 51st anniversary. The event, offering 50% any menu-priced pizza ordered online through a specialized Facebook tab, will launch for Japanese customers at 7 a.m. PST today, with the party continuing until the US places its last orders at 11:59 p.m. PST on Dec. 8.

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 third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 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

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

Info - www.dominosbiz.com

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

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

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