



Domino's Android App Among the Top Free 'Lifestyle' Downloads

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More than 140,000 downloads in two weeks

ANN ARBOR, Mich., March 8, 2012 /PRNewswire/ -- Consumers are gobbling up Domino's latest addition to its digital ordering system. **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, launched its Android smartphone ordering app Feb. 27, and in two weeks the app has exceeded 140,000 downloads. The app, which has reached as high as number one in the lifestyle category of the Android Marketplace, is outpacing the apps of Domino's Pizza's national competitors.

With the launch, and in addition to its existing iPhone app which debuted last June, Domino's offers its mobile ordering app to more than 80 percent of smartphones on the U.S. market.

In addition to giving customers the ability to order from nearly every Domino's store in the U.S. from the palm of their hand, Domino's has partnered with PageMaster Corporation to offer free Android smartphones to customers who sign up for a new two-year service plan plus data (or extend their current plan which includes data, pending eligibility). Customers can select their phones at <http://www.dominos.com/android>.

The app, which is compatible with Android version 2.1 and higher, extends many of the convenient features of Domino's online ordering platform including: coupon search, full national menu, GPS store locator and the ability to follow your order with Domino's Tracker.

The Android application joins an already successful mobile and online ordering platform. Domino's app for iPhone and iPod touch achieved \$1 million in total sales in just 28 days, and just three months after its release, the app achieved more than \$1 million in sales in a single week. Mobile ordering, along with traditional online ordering, makes up 30 percent of Domino's sales.

Full details for the smartphone giveaway can be found at <http://www.dominos.com/android>.

The Domino's app is available for free from the Android Marketplace. Offers for Android smartphones and service plans are fulfilled by leading wireless solutions provider [Simplexity](#), an authorized agent for the featured wireless carriers and manufacturers.

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 fourth quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,742 franchised and Company-owned stores in the United States and over 70 international markets. During the fourth quarter of 2011, Domino's had global retail sales of nearly \$2.2 billion, comprised of nearly \$1.1 billion domestically and over \$1.1 billion internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 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>

About PageMaster Corporation:

Promotion executed by PageMaster Corporation, Thousand Oaks, CA. (805) 371-0575

SOURCE Domino's Pizza, Inc.

Chris Brandon, +1-734-323-7932 (Mobile), chris.brandon@dominos.com