Domino's Pizza Hits Unprecedented $1 Billion in U.S. Digital Sales in One Year, Thanking Customers with Weeklong 50% Off Pizza Online Offer

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ANN ARBOR, Mich., June 11, 2012 /PRNewswire/ -- **Domino's Pizza** is giving its customers the thanks they deserve, as it celebrates – for the first time in its history – surpassing the $1 billion mark in digital sales in the U.S. alone, during a yearlong period from April 2011 to 2012.

Beginning today, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, will show U.S. digital customers its appreciation by offering 50% off on all pizzas ordered online at menu price.

The special deal is only available through Domino's digital ordering channels, which include online ordering (available at www.dominos.com), mobile ordering (available at http://mobile.dominos.com) and the iPhone and Android apps – and continues all week at participating stores, through Sunday, June 17. This limited time offer applies to the pizza portion of orders only.

"We love our online customers, and have learned so much from them during the past five years about how we can continue to deliver the best online ordering experience in the industry," said Russell Weiner, Domino's Pizza chief marketing officer. "Reaching $1 billion in online sales during a one year time period is a major milestone, and we hope offering this amazing deal for an entire week lets our fans and customers know how much we appreciate them."

Ordering through Domino's digital platforms has grown immensely since debuting in 2008 – and now makes up over 30 percent of Domino's sales in the U.S.

The rise has been helped by significant growth with mobile ordering platforms, including the iPhone app, which debuted in June 2011, and the Android app, which was made available in February of this year. Between both, Domino's now offers its mobile ordering app to more than 80 percent of smartphones in the U.S. Both apps are in the top 15 in lifestyle rankings – with the Android app ranking at No. 5 on Google Play, and the iPhone app ranking at No. 15 on the iTunes Store.

"As technology continues to evolve, we will remain committed to offering the most convenient and efficient ways to order from Domino's," said Weiner.

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 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,810 franchised and Company-owned stores in the United States and over 70 international markets. During the first quarter of 2012, Domino's had global retail sales of nearly $1.7 billion, comprised of over $830 million domestically and nearly $855 million 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.

Order - www.dominos.com
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Twitter - http://twitter.com/dominos
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SOURCE Domino's Pizza, Inc.

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