



Domino's Pizza Thanks Digital Customers with Weeklong 50% Off Deal on All Pizzas Ordered Online

August 6, 2012

ANN ARBOR, Mich., Aug. 6, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza, the recognized world leader in pizza delivery**, is sharing a special deal with customers this week - 50% off on all pizzas ordered online at menu price. Beginning today, a national advertising campaign highlights how the pizza options will seem endless when customers order from Domino's.

"One of the greatest things about a Domino's pizza is that it is customizable. There are more than 34 million ways to make a single pizza delicious," said Russell Weiner, Domino's Pizza chief marketing officer. "This week, customers can feel free to be creative in their choice of pizza toppings or order longtime favorites at a great 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 mobile.dominos.com) and the iPhone, Android and Kindle Fire apps - and continues all week at participating stores, through Sunday, Aug. 12. This limited time offer applies to the pizza portion of orders only. Customers will be able to use the code "**50off**" at checkout to enjoy the offer.

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 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,924 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$808 million domestically and nearly \$865 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

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

Info - www.dominosbiz.com

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

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

SOURCE Domino's Pizza