



Domino's Pizza® Marks 2nd Global Domino's Day With Worldwide 50 Percent Off Pizza Promo

December 3, 2012

U.S. stores extend the party by offering half off online pizza orders all week

ANN ARBOR, Mich., Dec. 3, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is inviting the world to join in on the company's largest ever one-day promotion on Dec. 6.

(Logo: <http://photos.prnewswire.com/prmh/20120814/DE55948LOGO-b>)

On Thursday, 52 countries will help celebrate the second annual Global Domino's Day by offering 50 percent off menu-priced pizza via their Facebook pages. In 2011, 19 countries were part of Domino's first-ever global event.

Here in the U.S., Domino's is extending the offer for an entire week starting today and running until Sunday, Dec. 9. To get half off menu-priced pizza ordered online customers can use the code 50OFF on www.dominos.com or on any of the company's digital ordering channels.

But the real party kicks off on Thursday when more than 90 percent of the Domino's stores in the world team up to celebrate Global Domino's Day on their Facebook pages. New this year, customers will be able to participate via their mobile phones in select countries. Also, while the event is valid only for online pizza orders in most countries – including the U.S. – select countries that don't have online ordering will be taking part for the first time as well, offering the deal over the phone and in-store.

"We're thrilled to join all the Domino's fans around the world for our second Global Domino's Day," said Dennis Maloney, Domino's Pizza vice president of multimedia marketing. "And in the U.S., we get to celebrate all week with 50 percent off menu-priced online pizza orders."

Global Domino's Day kicks off for customers in New Zealand at 3 a.m. PST on Dec. 5 – and the party then circles the globe until it hits the U.S. starting at midnight PST on Dec. 6. The celebration wraps up that night at 11:59 p.m. PST. Domino's is encouraging fans to tweet about the event using #GlobalDominosDay.

To join the global party, customers should visit their country's Domino's Facebook page to see if it's participating. Once there, fans can interact with a special tab that will allow them to not only claim the offer and join the party, but also see fun facts from around the world and view how many other Domino's customers have taken part. Last year, more than 500,000 people joined in the fun.

"Domino's is proud of our global presence, and we're thrilled to spend this one day bringing Domino's fans from around the world together with this special offer," Maloney said.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. As of the third quarter 2012, Domino's operated a network of 10,040 franchised and Company-owned stores in the U.S. and over 70 international markets. During the third quarter, Domino's had global retail sales of nearly \$1.7 billion: nearly \$800 million domestically and over \$862 million internationally. Domino's had global retail sales of over \$6.9 billion in 2011. In October 2012, Domino's debuted its Handmade Pan Pizza, touting the product's fresh, never-frozen dough and establishing itself as a player in the Pan Pizza market. In September 2012, Domino's opened its 10,000th store, becoming one of only eight restaurant chains in the world to reach that milestone. 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.

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