



New Year's Resolution: Deliver Value! Domino's Pizza Rings in 2013, Offers Domino's Dollars™ to Online Customers

January 2, 2013

Domino's begins unprecedented 12-day dollar giveaway today

ANN ARBOR, Mich., Jan. 2, 2013 /PRNewswire via COMTEX/ --Order a value deal online, and make dollars in the process? Just another day for **Domino's Pizza** (NYSE: DPZ), the **recognized world leader in pizza delivery**, which wants to kick off 2013 by making it a very happy new year for fans and customers.

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

Customers who order the fan-favorite two medium two-topping pizzas for \$5.99 each value offer – via digital ordering, including online, mobile browser and phone apps – will receive \$5 in *Domino's Dollars* to be used towards their next online order within 10 days of receipt. The *Domino's Dollars* will arrive via email promo code – an unprecedented method new to Domino's.

"We want to do something big to bring in 2013, and what better way than giving our online customers value on top of value," said Russell Weiner, Domino's Pizza chief marketing officer. "Offering *Domino's Dollars* to our customers is a unique way for us to reward them for making us a part of their kickoff to the New Year."

The 12-day promotion will be supported by a national TV campaign, which – via a symbolic Domino's money truck – demonstrates the value to customers in getting currency to use on a future Domino's order.

Domino's online ordering now makes up one-third of total orders in the U.S., giving many Domino's fans – including those who have yet to try online or mobile ordering – the opportunity to take advantage.

"Our online and mobile ordering platform is second to none," said Weiner. "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 Dollars can be earned for a limited time, beginning today and ending on Jan. 13.

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.

Order - www.dominos.com

Mobile – <http://mobile.dominos.com>

Info - www.dominosbiz.com

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