



From San Francisco to Baltimore - Domino's Pizza® Hustles to Prepare for Biggest Day of the Year

January 28, 2013

Domino's expects to sell over 11 million slices, 2.5 million chicken wings this Sunday

ANN ARBOR, Mich., Jan. 28, 2013 /PRNewswire via COMTEX/ --Practice, training and preparation for this weekend aren't just taking place on the football field, as **Domino's Pizza (NYSE: DPZ)**, the recognized world leader in pizza delivery, is counting down to kickoff and ready to take on its biggest day of the year.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948/LOGO-b>)

As the San Francisco and Baltimore football teams get ready for their biggest Sunday of the season, Domino's anticipates delivering over 11 million pizza slices and 2.5 million chicken wings nationwide on game day – nearly an 80 percent overall increase from a typical Sunday.

"Every night in a Domino's store is a dress rehearsal for big days like Sunday," said Chris Brandon, Domino's Pizza spokesperson. "There are few occasions better than this one for us to deliver pizza, wings and other Domino's favorites to gatherings across the nation – and our team is certainly prepared and ready to deliver a great game day meal to millions on Sunday."

One of the convenient ways fans and customers can get what they want from Domino's will be via digital ordering – whether it be online or through an app on their mobile device. On Sunday, helped by features such as timed ordering and Domino's Tracker®, Domino's expects to see a 30 percent increase in digital orders over a typical Sunday.

"We hope customers will take advantage of our useful timed ordering feature for that big order on the big day – one of the many ways online ordering can give you one less thing to think about come Sunday," said Brandon.

Domino's isn't the only company excited about the big day – and will be participating with a key partner who is also looking forward to Sunday. Coca-Cola began its Big Game campaign on Jan. 23 at www.CokeChase.com, which encourages fans to help determine the ending of its game day commercial, and features exclusive integration from Domino's, as well as promotion on Domino's Tracker and throughout online ordering.

Domino's Pizza Game Day Fun Facts

- This Sunday, in the U.S. alone, Domino's delivery drivers will cover the equivalent of more than 300 round trips from San Francisco to Baltimore – a 50 percent increase over a typical day.
- Over the years, Domino's stores have seen sales tend to increase when the game is close and viewers are glued to their TVs.
- Also, while both San Francisco and Baltimore Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.
- During last year's game, Domino's delivered enough pizzas to stretch across more than 5,000 football fields.
- Domino's expects to sell 2.5 million chicken wings (boneless and bone-in), which is a 165 percent increase over a typical Sunday.

*****Media representatives are invited to visit a local Domino's Pizza store and witness the rush before kickoff. Please email pr@dominos.com to coordinate.***

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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