



Sunday's Football Game Brings Hustle to Pittsburgh Domino's Pizza Stores

February 4, 2013

Pittsburgh Domino's stores delivered nearly 48,000 pizza slices on Sunday

PITTSBURGH, Feb. 4, 2013 /PRNewswire via COMTEX/ --Practice, training and preparation for this past weekend didn't just take place on the football field, as Domino's Pizza stores in Pittsburgh took on their biggest day of the year.

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

As the San Francisco and Baltimore football teams battled it out on the field on the biggest Sunday of the season, Domino's stores in Pittsburgh hustled to deliver nearly 48,000 pizza slices Sunday.

"Game day Sunday was a big day for us in Pittsburgh," said Ammar Jali, Domino's Pizza franchise owner in Pittsburgh. "There are few occasions better than this one for us to deliver pizza, wings and other Domino's favorites to gatherings across Pittsburgh – and our team was certainly prepared and ready to deliver a great game day meal to all of our customers and fans on Sunday."

One of the convenient ways fans and customers ordered on game day from Domino's was via digital ordering – whether it was online or through an app on their mobile device. On Sunday, helped by features such as timed ordering and Domino's Tracker[®], Pittsburgh Domino's stores saw nearly 45 percent of orders come in through Domino's digital ordering on Sunday.

"Domino's digital ordering options continue to set the bar for convenience and outstanding ordering experience," said Jali. "We're excited to know Pittsburgh customers chose Domino's online ordering to be part of their game day experience."

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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