



## Domino's Pizza® Expands Carryout Special With Additional Day

February 6, 2013

### Campaign shows how "crazy" Domino's is, taking a great deal and making it even better

ANN ARBOR, Mich., Feb. 6, 2013 /PRNewswire via COMTEX/ --Has **Domino's Pizza** gone crazy? Yes, according to Scott Boyle, Domino's Pizza franchise owner and star of the company's latest commercial, promoting a campaign that will extend the fan-favorite Domino's carryout special an extra day, now available for customers from Monday through **Thursday**.

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

Domino's, (NYSE: DPZ), **the recognized world leader in pizza delivery**, had been offering the value-aggressive large, three-topping pizza for \$7.99 on Monday – Wednesday, and will now tack on an extra day for customers to enjoy a great pizza at a great price. Patrick Doyle, Domino's Pizza chief executive officer and co-star of the campaign, explains why – prior to giving Boyle a hand by helping with the carryout rush at a Domino's store.

"We continue to focus on giving people what they want and, in this case, taking a great deal and making it even better," said Doyle. "While Scott and I light-heartedly argue during the ad, we certainly agree on the fact that customers deserve a lot of pizza at a terrific value – and that is what the carryout special is all about."

Now making up roughly one-third of orders in the U.S., carryout has become a bigger part of what customers are looking for – and has helped Domino's continue striving to make its stores a welcoming destination.

"All jokes with Patrick aside, the great thing about the carryout special is that it brings people into our stores, to see our terrific team members at work doing what they do best," said Boyle. "The new store design that Domino's has launched will only help people feel more welcome, and have a bit more fun, when they visit our locations, see our kitchens and take advantage of this great deal."

### 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 10,000<sup>th</sup> 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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