



Happy Valentine's Day! Domino's® Offers A Sweet Gift To Customers Named Love

February 11, 2013

ANN ARBOR, Mich., Feb. 11, 2013 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ)**, the recognized world leader in **pizza delivery**, is joining the country in celebration of Valentine's Day by offering a special gift to all customers and fans whose name is a variation of Love.

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

The first 500 people whose name is a variation of Love to email love@dominos.com, starting today through Friday, Feb. 15, will receive a \$10 gift card.

"We want to help spread the love on Valentine's Day with all of our customers and fans," said Chris Brandon, Domino's Pizza spokesperson. "What better way is there than to share great tasting pizza with all of our customers named Love?"

Valentine's Day Fun Facts:

- Teachers will receive the most Valentine's Day cards, followed by children, mothers, wives, sweethearts and pets.
- Valentine's Day and Mother's Day are the biggest holidays for giving flowers.
- California produces 60 percent of American roses, but the vast number sold on Valentine's Day in the United States are imported, mostly from South America. Approximately 110 million roses, the majority red, will be sold and delivered within a three-day time period.

"Valentine's Day should be all about sharing special moments with loved ones," said Brandon. "We see it as a fun way to make our customers named Love have an even better Valentine's Day."

Terms and conditions for this offer can be requested by emailing love@dominos.com.

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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