



Domino's Pizza® Teams Up with the National Fire Protection Association to Deliver Fire Safety Messages

March 4, 2013

Spring cleaning checklist offers reminders to keep homes fire safe

ANN ARBOR, Mich., March 4, 2013 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is honoring the tradition of spring cleaning, along with its friends at the National Fire Protection Association (NFPA), by reminding customers what they can do in the home to stay fire safe, especially from electrical fires. In participating markets across the country, Domino's will utilize its pizza boxes to deliver fire safety tips throughout the month of March.

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

"Spring has arrived, and with spring cleaning comes a timely reminder to take steps to keep your home safe from the threat of fire," said Chris Brandon, Domino's Pizza spokesperson. "Domino's delivers about 1 million pizzas each day – so we reach a lot of people in their homes, where fire safety begins. We are excited to work with NFPA to use our network of delivery experts to make homes across the country a little bit safer."

According to NFPA, roughly two-thirds of home fire deaths happen in homes with no smoke alarms or no working smoke alarms. When smoke alarms fail to operate it is usually because batteries are missing, disconnected or dead.

Domino's is reminding customers that a great time to change the batteries in their smoke alarms is when daylight saving time begins in March. As part of the spring campaign, customers who order from participating Domino's Pizza stores may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries or smoke alarm and leave the home with a fully functioning fire safety device.

"On average, seven people die in U.S. home fires per day," said Lorraine Carli, NFPA's vice president of Communications. "Installing and maintaining smoke alarms is extremely important because they save lives, and we are thrilled to work with Domino's to remind homeowners to ensure theirs are working properly. Taking steps to avoid fire safety hazards in the home is also important, like replacing damaged or loose electrical cords and being sure to plug each electrical appliance directly into a wall outlet."

Stay safe and energized with these tips from the National Fire Protection Association:

- Install smoke alarms on every level of the home, inside each bedroom and outside each sleeping area. Test them monthly.
- Make sure major appliances are plugged directly into a wall outlet.
- Replace or repair damaged or loose electrical cords.
- Use light bulbs that match the recommended wattage on the fixture, and respect the maximum wattage sticker on the bulb.
- Call an electrician or your landlord if you have problems with:
 - Blowing fuses, tripping circuit breakers, flickering or dimming lights.
 - A tingling feeling or burning/rubbery smell from an electrical appliance.
 - Discolored, warm or sparking wall outlets.
- Circuit interrupters are circuit breakers that shut off electricity when dangerous conditions occur.
 - Consider installing arc fault circuit interrupters (AFCIs) in your home and ground fault circuit interrupters (GFCIs) in bathrooms, kitchens, garages, basements and outdoor receptacles.
 - Test AFCIs and GFCIs once a month to make sure they are working properly.

NFPA is the publisher and developer of the National Electrical Code®.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. NFPA develops more than 300 codes and standards to minimize the possibility and effects of fire and other hazards. All NFPA codes and standards can be viewed at no cost at www.nfpa.org/freeaccess.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 10,200 stores in over 70 international markets. Domino's had global retail

sales of over \$7.4 billion in 2012, comprised of over \$3.5 billion in the U.S. and nearly \$3.9 billion internationally. In the fourth quarter of 2012, Domino's had global retail sales of nearly \$2.4 billion, comprised of approximately \$1.1 billion in the U.S. and \$1.3 billion internationally. Its system is largely made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the fourth quarter of 2012. Domino's reached the unprecedented \$1 billion mark in U.S. digital sales during the one-year time period from April 2011 to April 2012. Its emphasis on new technology has helped drive the emergence of Domino's ordering apps for Kindle Fire, Android™ and iPhone® – which now cover over 80% of the smartphone market. Continuing its focus on menu enhancement, Domino's established itself as a player in the Pan Pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

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