



## Domino's Pizza(R) Dishes Out The NCAA(R) March Madness(R) Perfect Combo for Hoops-Hungry Customers

March 12, 2013

### The Official Pizza of NCAA March Madness offers bundle with pizza, side, dessert and drink

ANN ARBOR, Mich., March 12, 2013 /PRNewswire via COMTEX/ --**The squeak of the shoes balances with the rhythmic beat of the ball bouncing off the hardwood while thousands of fans cheer on their teams in one of the most exciting sporting events of the year.** It must be March. And for the third straight year, Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is the Official Pizza of NCAA March Madness.

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

The action might not start until March 19, but Domino's Pizza is already preparing to deliver a winning deal to fans across the country throughout the tournament. From March 18 until April 14, Domino's will be offering The NCAA March Madness Perfect Combo.

For just \$19.99, hoops lovers can get two medium one-topping pizzas, a 16-piece order of Parmesan Bread Bites, an order of Cinna Stix<sup>®</sup> and a 2-liter bottle of Coca-Cola.

"Domino's is proud to be the Official Pizza of NCAA March Madness, and there's nothing more exciting than the upsets, last-minute heroics and 'Cinderella stories' that make this one of the best times of the year for sports fans," said Chris Brandon, Domino's Pizza spokesperson. "Our NCAA March Madness Perfect Combo is ideal for the many upcoming pizza-eating occasions for fans who want to experience the craziness of the tournament with friends or family."

As an added bonus, fans who order The NCAA March Madness Perfect Combo online – or place any online order and add a Coca-Cola product between March 18 and April 14 – will also get a bonus 10 My Coke Rewards points emailed to them.

Other game time facts:

- Domino's Pizza would need to stack 69 pizza boxes to reach the hoop from the floor of a basketball court.
- It would take Domino's Pizza over 4,500 pizza boxes to cover a 4,600-square-foot basketball court.
- During the 2012 NCAA Tournament, Domino's produced enough dough to match the weight of 1.2 million basketballs.

#### About Domino's Pizza<sup>®</sup>

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<sup>™</sup> and iPhone<sup>®</sup> – 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.

Order - [www.dominos.com](http://www.dominos.com)

Mobile – <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

*Domino's partnership with NCAA Corporate Champion Coca-Cola grants the company rights to numerous NCAA properties and trademarks, including NCAA<sup>®</sup> March Madness<sup>®</sup>.*

*NCAA and March Madness are trademarks of the National Collegiate Athletic Association.*

SOURCE Domino's Pizza