



## Domino's Pizza® Kicks Off NCAA® March Madness® with Weeklong 50% Off Deal on All Pizzas Ordered Online

March 18, 2013

### The Official Pizza of NCAA March Madness® prepares for one of its top Saturday sales days

ANN ARBOR, Mich., March 18, 2013 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ), the Official Pizza of NCAA March Madness and recognized world leader in pizza delivery**, is giving fans a special deal as they follow their favorite teams through the first week of the 2013 NCAA® Division I Men's Basketball Championship, which tips off tomorrow. Beginning today through Sunday, Domino's will offer 50% off on all pizzas ordered online at menu price to those who use the code "**50off**" at checkout.

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

The special deal is only available through Domino's digital ordering channels – which include online ordering (available at [www.dominos.com](http://www.dominos.com)), mobile ordering (available at [mobile.dominos.com](http://mobile.dominos.com)) and the iPhone®, Android™ and Kindle Fire® apps – and continues all week at participating stores, through Sunday, March 24.

"We're excited, along with our customers, to see the matchups, upsets and advancements of NCAA March Madness, and we're looking forward to letting everyone enjoy any combination of their favorite pizza at half off," said Chris Brandon, Domino's Pizza spokesperson. "And with the convenience of our digital ordering channels, no one will have to miss a second of the games when they order online."

The Big Dance® is a busy time for Domino's – especially near the end, as the first day of the NCAA Men's Final Four® is regularly one of the company's top 10 Saturdays in terms of sales. Domino's sold more than 1.7 million pizzas during the NCAA Men's Final Four and NCAA Division I Men's Basketball Championship game days combined last year – enough to hand 23 pizzas to each person walking into the arena to attend the Final Four in Atlanta this year.

"While players across the U.S. vie for a seat at the table in the NCAA Men's Final Four, our team members are preparing for some pretty big pizza delivery days," Brandon continued. "In nearly 5,000 Domino's stores across the U.S., we've put our game faces on and are ready for every basketball watching party."

### 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.

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® March Madness®.*

### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Allstate, Buffalo Wild Wings, Buick, Enterprise, Infiniti, LG, Lowe's, Nabisco, Northwestern Mutual, Reese's (Hershey's), Unilever and UPS.

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