



Domino's Pizza® Sponsors the Domino's DomiNoNo for 2013 MLB season

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ANN ARBOR, Mich., April 9, 2013 /PRNewswire via COMTEX/ --**The calendar might say otherwise, but everyone knows the crack of the bat on Major League Baseball Opening Day is the real first sign of spring.** This year, that could mean free pizza from Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948/LOGO-b>)

With the *Domino's DomiNoNo*, subscribers of MLB Advanced Media's MLB.TV product, the Internet's longest running and most prolific live video subscription offering, will have a chance to receive free pizza following each of the first two no-hitters of the 2013 Major League Baseball season.

"The no-hitter is one of the greatest achievements in sports," said Chris Brandon, Domino's Pizza spokesperson. "Domino's is thrilled to reward baseball fans with free pizza the day after each of the first two no-hitters of the 2013 season."

Beginning on Opening Day, the first 10,000 MLB.TV subscribers who visit MLB.com/dominos the next business day after a no-hitter is thrown and log in will receive a free, two-topping medium Handmade Pan Pizza (carryout only) when they order online from Dominos.com. The *DomiNoNo* offer is available for five consecutive days starting at 12:00 p.m. (PDT) the next business day following the no-hitter or until 10,000 codes are given away. The promotion is valid after each of the first two no-hitters of the 2013 season.

Since 1901 there have been 231 no-hitters thrown (just more than two per season), making it historically likely there will be a pair this season. September has seen the most activity, with 52 hitless games during the month, while Saturday has been the most popular day of the week (45) for a pitcher to hurl a no-hitter. In 2012, a record-tying seven were thrown, but in 2011 only one pitcher completed a hitless performance.

To further spur baseball fans' enthusiasm when a no-hitter is in progress, the promotion will leverage multiple digital platforms. Beginning when a no-hitter is in progress through the sixth inning of any game, which has happened on average once per week since 1999, fans will be encouraged to follow the *#DomiNoNo* with live video on MLB.com and the award-winning MLB.com At Bat mobile app, social activity from @MLB on Twitter and up-to-the-moment game alerts. The promotion is part of a larger media package between Domino's and MLBAM that will see the pizza company's ads featured on several MLBAM digital media properties.

Other diamond facts:

- It would take 308 pizzas lined up to cover the distance around the bases of a Major League Baseball diamond. That's one delicious home run.
- There's a Domino's Pizza within 4.5 miles of every Major League Baseball stadium, and more than half of those stores are within 1.5 miles.
- Domino's delivery experts drive about 1.4 million miles a day – that's more than 19 million trips around the base paths.
- The last season without a no-hitter was 2005.
- With six, April 27 boasts the most no-hitters thrown on any single date.
- April 4, 2001, was the earliest a no-hitter was thrown in a season.

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

Mobile – <http://mobile.dominos.com>

Info - www.dominosbiz.com

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

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

About MLBAM

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, www.MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information and interactivity on the web, including up-to-date statistics, game previews and summaries, extensive historical information, online ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live full-game video streaming and in-progress and on-demand highlights, live and archived audio broadcasts of every game, Gameday pitch-by-pitch application, around-the-clock hosted and specialty video programming, complete blogging capabilities and the award-winning suite of At Bat mobile applications. MLBAM powers more live events on the Internet than any other website in the world.

SOURCE Domino's Pizza