



Revolutionary Domino's Tracker(R) updated for Handmade Pan Pizza customers

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Video highlights the slowed down process involved in making Handmade Pan Pizza

ANN ARBOR, Mich., April 17, 2013 /PRNewswire via COMTEX/ --**Domino's Pizza** (NYSE: DPZ) **the recognized world leader in pizza delivery**, is updating its revolutionary Domino's Tracker with a new experience exclusive to customers who order Domino's Handmade Pan Pizza.

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

Domino's Tracker, which has delighted customers since 2008, already features a host of themes that allow customers to track their orders along with the sweet sounds of paradise, the excitement of a baseball game, or the insane awesomeness of a hair metal band.

Starting this week, customers who order a Handmade Pan Pizza will get to experience a new theme, following along with their order's progress while "D.J. Slow Pans" introduces some slow jam music and narrates a pair of videos showing why Domino's Handmade Pan Pizza needs a little extra time to be so delicious.

This is the first time Domino's Tracker has featured video embedded in the tracker.

"We recently showed pizza lovers why, for the first time in our history, we were saying 'slow down' when it comes to our Handmade Pan Pizza," said Chris Brandon, Domino's Pizza spokesperson. "This new Domino's Tracker theme illustrates the process in a fun way that we think our customers will really dig."

In this unique theme, the "Prep" and "Bake" stages have been renamed to "Slower Prep" and "Slower Bake." An enhanced Facebook sharing feature will also allow customers' Facebook friends to visit www.dominos.com to order a Handmade Pan Pizza right from their status update.

Domino's Tracker, which already allowed customers to leave feedback for their store during the process, will also now feature a Yelp® button directly on the Domino's Tracker page, further illustrating the company's commitment to listening to what its customers want.

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>

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