



Domino's Pizza Opens in Metairie with Brand New Store Design

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NOLA residents invited to take advantage of carryout special, visit new store

NEW ORLEANS, May 22, 2013 /PRNewswire/ -- New Orleans Domino's Pizza franchise owner, and president of RPM Pizza, Glenn Mueller has debuted a Domino's Pizza store location in New Orleans featuring a brand new Domino's retail store design. The store is located at 1722 Lake Ave in Metairie.

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

Domino's will celebrate the debut of one of New Orleans' first "pizza theater" locations with a grand opening event on Tuesday, May 28. The first new store design in Metairie joins only two other existing pizza theater locations in the Greater New Orleans Region.

"As a proud part of the New Orleans community for the past 32 years, we are dedicated to the area and excited about the opportunity to serve its residents with a new store and exceptional customer service," said Mueller. "Our goal is to be as welcoming as possible to the people of New Orleans at our locations, and to continue working to earn a loyal customer following by delivering hot, great-tasting pizza at a great value."

The new store design allows flexibility for a number of features otherwise unheard of when it comes to the "traditional" Domino's Pizza store. Highlights include a comfortable lobby, open-area viewing of the food preparation process and the ability to track carryout orders electronically on a lobby screen. The store will also feature chalkboards to allow customers to express their creativity or to leave feedback for the store team members.

"Domino's continues to reinvest and reinvent the customer experience, and our brand as a whole, and the 'pizza theater' design is the next step," said Mueller. "We are very excited to be able to bring this new image to Metairie, and the Greater New Orleans Region."

Domino's current carryout special, which includes a large 3-topping pizza for \$7.99 on Monday thru Thursday, offers a convenient time to visit the new store in Metairie. In addition, beginning on May 27, Domino's will offer a week-long carryout special for a large 2-topping pizza for \$5.99.

New Orleans Domino's is open for delivery and pickup from 10 am – Midnight on Sunday thru Thursday, and 10 am – 1 am on Friday and Saturday. Domino's Pizza offers customers a full menu to choose from, including four types of pizza crust (Hand Tossed, Thin, Handmade Pan and Brooklyn), Domino's American Legends® Pizzas, Domino's Artisan™ Pizzas, Penne Pastas, Domino's Oven Baked Sandwiches, Stuffed Cheesy Bread, Breadsticks, Parmesan Bread Bites, Chicken Wings, Boneless Chicken, Chocolate Lava Crunch Cakes, Cinna Stix® and Coca-Cola® products.

For pizza delivery, customers can order online, or call the Domino's Pizza store in Metairie at 504-832-2877.

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 10,300 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 first quarter of 2013, Domino's had global retail sales of over \$1.8 billion, comprised of \$888 million in the U.S. and \$957 million 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 first quarter of 2013. The Domino's brand generates over \$2 billion in global digital sales per year. Its emphasis on new technology has helped drive the introduction of Domino's ordering apps for Kindle Fire, Android™ and iPhone® – which now cover approximately 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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