



Domino's® Launches New Ordering App for Windows Phone 8

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Newest mobile app features voice, give Domino's presence on nearly 95% of U.S. smartphones

ANN ARBOR, Mich., June 5, 2013 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ) the recognized world leader in pizza delivery**, today announced the release of its Domino's Pizza app for Windows Phone 8. This newest mobile offering gives Domino's an app presence on nearly 95 percent of the smartphones sold in the U.S., and offers a few features that are exclusive to Windows Phone.

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

In a first for a Domino's mobile app, the Windows Phone release adds voice capabilities. From the "Menu" section of the app, users can choose to order by voice, telling the app the item they'd like to order, for example, "medium, pepperoni Handmade Pan Pizza."

The app also takes advantage of the unique Windows Phone operating system by allowing customers to pin their current order directly to their Start screen. This will allow direct access to track an order using Domino's Tracker®, the company's innovative and industry-exclusive digital order tracker.

And, like its current iPhone, Android and Kindle Fire apps, users will find access to Domino's full national menu, coupon search, and location-based store locator.

"Mobile ordering is Domino's fastest growing segment, and we're thrilled to be bringing our Domino's Pizza app to Windows Phone," said Russell Weiner, Domino's Pizza chief marketing officer. "We're committed to offering convenience to our customers wherever they might be, and with our new Windows Phone app, we're able to extend that commitment even further."

Digital ordering now makes up more than one third of Domino's orders in the US, and about one third of those digital orders come from mobile devices.

"Apps come to life on Windows Phone thanks to features like Live Tiles, voice recognition and direct integration with Windows Phone's outstanding mapping capabilities," said Todd Brix, general manager, Windows Phone Apps, Microsoft Corp. "Domino's takes advantage of all of these features and more to enable Windows Phone users to order and track their favorite pizza on the go."

To celebrate the release of the app, Domino's Pizza will be joining Microsoft for the grand opening of the Microsoft retail store at the Natick Mall in Natick, Mass., providing pizza for campers waiting for the opening as well as giving away gift cards.

The Domino's Pizza app is free and available now on the Windows Phone Store for all Windows Phone 8 handsets.

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.

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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