



## Delivering the Dream: Domino's Pizza(R) Launches Unique Campaign Highlighting Franchisee Success Story

June 24, 2013

### Reece Arroyave story highlights unique path from handing out flyers to business owner

ANN ARBOR, Mich., June 24, 2013 /PRNewswire/ -- **The recognized world leader in pizza delivery** has always been a leader in opportunity – something Mauricio "Reece" Arroyave can attest to. He is one of the 90 percent of current Domino's Pizza franchisees in the U.S. who started as delivery drivers or pizza makers at the store level.

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

**Domino's** (NYSE: DPZ) today launches an unprecedented Spanish-language campaign highlighting Arroyave's story. He began with handing out flyers, taking calls and making pizzas – and has now reached the height of Domino's franchise ownership at his ten Chicago-area locations. The television campaign begins today nationwide and is the first story of its kind for Domino's.

"We are so proud to help tell Reece's story, which is one that truly defines what Domino's is all about," said Patrick Doyle, Domino's Pizza president and chief executive officer. "He is one of the many who have worked extremely hard, seized opportunity and are now able to call themselves Domino's franchise owners."

Arroyave, who was born in Medellin, Colombia, and raised in Libertyville, Ill., will make his national television debut when the ad begins today.

"Domino's has delivered, to me and my family, the dream of owning and operating my own business," said Arroyave. "While it is a thrill to be on national TV and have my story told, I am simply one of the many who have worked very hard to take advantage of the opportunity Domino's provides."

The campaign also marks a change in direction for Domino's Hispanic advertising – which in the past, has mostly focused on promoting offers through scripts and actors, rather than storytelling with real Domino's people.

"The journey only begins here, because at the end of the day I'm a pizza guy, not a TV star," said Arroyave. "My job is to continue doing what we do best – making great pizzas; delivering them with exceptional service, day in and day out; and doing what I can to help Domino's continue to grow in the Chicagoland area."

#### **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](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>

SOURCE Domino's Pizza