



Domino's Pizza® Wants Select Startups, Great Ideas to be #PoweredByPizza

August 5, 2013

Gift card giveaways, new campaign show Domino's proudly inspiring innovative thinking

ANN ARBOR, Mich., Aug. 5, 2013 /PRNewswire/ -- No one understands the power of an innovative, revolutionary idea more than Domino's Pizza (NYSE: DPZ). And beginning today, **the recognized world leader in pizza delivery** wants to inspire groups – often brainstorming over pizza – with the proper food for thought.

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

Domino's – who transformed the industry by pioneering pizza delivery more than 50 years ago – is looking to support the next great idea by launching its *Powered by Pizza* campaign.

At the forefront is the connection with project and business owners who utilize Indiegogo, a San Francisco-based crowd funding web destination (www.indiegogo.com). Domino's will offer gift cards directly to individuals within the fundraising site who pledge support toward select projects reflecting great and innovative ideas.

"No one knows the power and possibility of a great idea more than Domino's, having been the ones that truly revolutionized pizza delivery over fifty years ago," said Russell Weiner, Domino's Pizza chief marketing officer. "Gatherings that create great ideas often include pizza – and we want to do what we can to fuel the next revolutionary concept that will also continue to be celebrated fifty years from now."

In addition, the "Pizzavestors" program, where about 30 startup companies all throughout the U.S. were treated to a \$500 Domino's Pizza gift card, will be an added part of the campaign – all in the spirit of fueling great ideas and encouraging organizations to keep up the good work.

Fans and customers can visit Domino's on Facebook (facebook.com/dominos), Twitter (twitter.com/dominos) and Instagram (dominos.com/instagram) – and, along with any great ideas on the brain, use the hashtag #PoweredByPizza to get involved.

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 10,400 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 second quarter of 2013, Domino's had global retail sales of over \$1.8 billion, comprised of \$868 million in the U.S. and \$961 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 second 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™, iPhone® and Windows Phone 8 – which now cover nearly 95% of the U.S. 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

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