



## Domino's Smart Slice School Lunch Program Expands Participating Schools by 45 Percent Since 2012

September 18, 2013

### Domino's adds 33 additional school districts in 14 states to program for new school year

ANN ARBOR, Mich., Sept. 18, 2013 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is starting this school year with excitement, highlighted by **the recognized world leader in pizza delivery's** continued growth of its *Domino's Smart Slice* school lunch program. The program, which meets the recently updated USDA school lunch nutrition standards, added 45 percent more schools to the roster compared to last school year, and is available in 33 new districts within 14 states: Arkansas, Arizona, California, Florida, Idaho, Indiana, Kansas, Kentucky, Michigan, New Mexico, Ohio, Oregon, Texas and Utah.

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

"*Domino's Smart Slice* is a program we are very proud of, and we are thrilled to continue expanding the program to more and more schools every year," said Patrick Doyle, Domino's Pizza president and chief executive officer. "The pizzas offered in the program not only follow USDA school lunch nutrition standards, but they're a product that students really enjoy."

All pizzas in the program are made to order and each recipe is entirely customizable. This year, Domino's has added the Hawaiian Hot Lava pizza to the "Honor Roll" of flavor-packed pizzas, which also includes Bellroni, BBQ Smokehouse, Cheezzilla, Pacific Coast Veggie and Kick'n Chicken. The new Hawaiian Hot Lava features sliced ham, smoked bacon, pineapple, hot sauce, jalapenos, and lite mozzarella.

The Domino's Smart Slice program offers pizzas that meet USDA school lunch nutrition standards, which include requirements for calories, fat and sodium. Freshly baked and delivered to schools, *Domino's Smart Slice* utilizes nutritious ingredients like lite mozzarella cheese, white whole-wheat crust, as well as reduced fat and sodium sauce and pepperoni. Whole-grain varieties feature up to four grams of fiber and 24 grams of whole grains. Every *Domino's Smart Slice* pizza serves as an excellent source of calcium.

For more information about *Domino's Smart Slice*, visit [www.school lunch.dominos.com](http://www.school lunch.dominos.com).

#### 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](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