



Domino's Pizza® Online Ordering Is Faster than Ever with Launch of Pizza Profiles

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Order in as few as five clicks using Easy Order™ on the newly-launched online profile platform

ANN ARBOR, Mich., Sept. 23, 2013 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) has, for the past five years, prided itself on having one of the quickest, most convenient online ordering platforms in all of quick service restaurants. And beginning today, quick just got much quicker.

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

The recognized world leader in pizza delivery begins a national campaign today promoting its enhanced online ordering profiles platform, allowing customers the ability to save information and reorder their favorite order in as little as five clicks, or about 30 seconds.

"Our new campaign is the ultimate in bringing together convenience and value," said Russell Weiner, Domino's Pizza chief marketing officer. "We are extremely proud of the online ordering platform we have made available to our fans and customers for the past five years, and today – with the addition of customized profiles and the ability to place a lightning-fast order from Domino's – it gets even better."

Customers who order at dominos.com can create their pizza profile by saving their favorite order, as well as address and payment information, then accessing the new 'Your Easy Order' and 'Your Recent Orders' sections in the future to reorder in as few as five clicks.

Also beginning today, Domino's will be awarding \$10 gift cards – 100 per day, to be exact – to those who create a pizza profile and place an order using it any time before December 1. For official rules and complete details, visit www.dominos.com/sweeps.

The campaign continues the ever-popular \$5.99 choose any two or more offer, which – coupled with the ability to establish an online profile and order quickly – gives customers terrific value as the back-to-school, fall season begins.

"It is a time of year where families reconnect at the dinner table, and it is on us to ensure we give them the easiest, quickest ways to order – as well as a great value offer to feed the family," said Weiner.

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

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

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