



Domino's Pizza® Teams Up with the National Fire Protection Association to Deliver Fire Safety Messages

October 2, 2013

Domino's and NFPA celebrate six years of fire safety success during National Pizza Month

ANN ARBOR, Mich., Oct. 2, 2013 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), is teaming up with the National Fire Protection Association (NFPA) and Sparky the Fire Dog®. For the sixth consecutive year, **the recognized world leader in pizza delivery** will deliver fire safety messages to homes across the nation.

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

During Fire Prevention Week, Oct. 6-12, participating markets in the U.S. will be delivering important fire safety messages on top of pizza boxes featuring Sparky the Fire Dog®. The messages support the theme for the Fire Prevention Week campaign, "Prevent Kitchen Fires!"

In addition, customers who order from participating Domino's Pizza stores throughout the U.S. in October may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza order is free. If a smoke alarm is not working, the firefighters will replace the batteries or install a fully-functioning fire safety device in the home.

"As a network of delivery experts, we have a unique opportunity to deliver vital fire safety messages to help make homes across the country more aware and, hopefully, a little safer," said Chris Brandon, Domino's Pizza spokesperson. "We have had a really successful six years partnering with the NFPA during Fire Prevention Week. It is a program our stores and customers really enjoy, and one we find important. We look forward to continuing it in future years."

"Roughly every 85 seconds a home fire is reported in the U.S., according to NFPA reports," said Lorraine Carli, NFPA vice president of Outreach and Advocacy. "NFPA and Domino's Pizza are working together to raise awareness for fire safety during Fire Prevention Week and reminding consumers to take steps to prevent home fires and to have working smoke alarms."

Kitchen Safety Tips from Domino's and NFPA

- Keep anything that can catch fire – like oven mitts, wooden utensils and food packaging – away from your stovetop.
- Stay in the kitchen while you are frying, grilling or broiling food.
- If you leave the kitchen for even a short period of time, turn off the stove.
- If you are simmering, baking, roasting, or broiling food, check it regularly.
- Remain home when food is cooking, and use a timer to remind you that you are cooking.
- Have a "kid-free zone" of at least three feet around the stove and areas where hot food or drink is prepared or carried.
- Learn the emergency number for your fire department.
- Practice your home fire escape drill!
- If the smoke alarm sounds, get outside and stay outside. Call the fire department from outside the home using a cell or neighbor's phone.

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>

About Fire Prevention Week

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit www.firepreventionweek.org for more safety information.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training and education.

SOURCE Domino's Pizza