



Trick or Treat ... It's Domino's Pizza®!

October 28, 2013

Halloween marks one of Domino's top five busiest days of the year

ANN ARBOR, Mich., Oct. 28, 2013 /PRNewswire/ -- October is National Pizza Month, but it's also home to Halloween, one of Domino's five busiest nights for pizza delivery in the United States. Don't worry though, it won't slow **Domino's** (NYSE: DPZ), **the recognized world leader in pizza delivery**, down from delivering fresh, hot pizzas right to customers' doors.

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

"Halloween is a great night for ordering pizza," said Patrick Doyle, Domino's Pizza president and chief executive officer. "Parents can have a stress-free night by ordering pizza faster than ever online or on their mobile device. While kids are getting ready to go trick-or-treating, families can have dinner delivered to their door."

Customers can place orders online days in advance, in as little as 30 seconds when they create an Easy Order™ with Domino's enhanced online ordering profiles platform.

"Smart hustle and terrific store managers and franchisees keep Domino's team members ready for the Halloween rush," said Doyle. "We sharpen our skills all year long for busy days like this. Our teams around the country are ready to deliver this Halloween."

After Halloween, Domino's will continue giving customers what they want: another great deal. From Nov. 11-17, Domino's will offer a \$5.99 carryout special for large, two-topping pizzas.

To find the nearest Domino's location or to place an order, visit www.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 10,500 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 third quarter of 2013, Domino's had global retail sales of nearly \$1.8 billion, comprised of \$849 million in the U.S. and \$935 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 third quarter of 2013. The Domino's brand generates over \$2 billion in global digital sales per year, with about 40% of sales in the U.S. coming from its digital channels. Its emphasis on new technology has helped drive the introduction of Domino's ordering apps for iPhone®, Android™, Windows Phone 8 and Kindle Fire – 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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