



## Domino's Pizza® Opens First Brand New Store Design in Baton Rouge

November 11, 2013

**Baton Rouge residents invited to visit new "Pizza Theater" location, take advantage of weeklong carryout special**

BATON ROUGE, La., Nov. 11, 2013 /PRNewswire/ -- Baton Rouge Domino's Pizza, owned and operated by RPM Pizza, has debuted a new Domino's Pizza store location, the first in Baton Rouge to feature the brand new Domino's retail store design. The store is located at 3676 Harding Blvd. in Metairie.

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

Domino's will celebrate with a grand opening event tomorrow, featuring a ribbon cutting at 1 p.m. and free Handmade Pan Pizza slices, a prize wheel and more fun which will last until 5 p.m. In addition, the first 100 customers that arrive between 2 – 5 p.m. will receive a gift certificate for a free large one-topping pizza to be used at a future date.

"As a proud part of the Baton Rouge community, serving Domino's customers in Louisiana for the past 32 years, we are dedicated to the area and excited about bringing the new store design to customers in Baton Rouge," said Glenn Mueller, Baton Rouge Domino's Pizza franchise owner and president of RPM Pizza. "Our goal is to be as welcoming as possible at our locations, and the carryout special taking place this week is the perfect opportunity to come see our brand new pizza theater location."

This week is ideal to pay the new store a visit, since Domino's is offering a terrific carryout special which offers a large two-topping pizza for \$5.99 – and will be available through Sunday. The new store features seating, a convenient drive-thru for order pickup, a viewing wall for customers and an in-store Domino's Tracker® to see the status of their order.

"Domino's continues to reinvent the customer experience and our brand as a whole – and the 'pizza theater' design is the next step," said Mueller. "We are very excited to be able to bring this new image to our customers in Baton Rouge."

Metairie Domino's is open for delivery and carryout from 10 a.m. – midnight on Sunday through Thursday, and 10 a.m. – 1 a.m. on Friday and Saturday. Domino's Pizza offers customers a full menu to choose from, including five types of pizza crust (Hand Tossed, Thin, Handmade Pan, Gluten Free and Brooklyn), Domino's American Legends® Pizzas, Domino's Artisan™ Pizzas, Penne Pastas, Domino's Oven Baked Sandwiches, Stuffed Cheesy Bread, Breadsticks, Parmesan Bread Bites, Chicken Wings, Boneless Chicken, Chocolate Lava Crunch Cakes, Cinna Stix® and Coca-Cola® products.

For pizza delivery, customers can order online, or call the Domino's Pizza store in Metairie at 504-832-2877.

### 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.

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