



Domino's Pizza® Kicks Off Global Domino's Week by Offering 50 Percent Off Pizza

December 2, 2013

Special Facebook tab connects customers from around the globe to celebrate

ANN ARBOR, Mich., Dec. 2, 2013 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is inviting the world to join in on **the recognized world leader in pizza delivery's** largest ever weeklong promotion, Global Domino's Week, which is underway today.

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

A total of 42 countries will help celebrate the third annual global celebration by promoting 50 percent off menu-priced pizza via their Facebook pages. The number of participating countries has more than doubled from the 19 countries that participated in Domino's first-ever global event in 2011.

Here in the U.S., Domino's is offering half off all online pizza orders for an entire week, running until Sunday, Dec. 8. To get half off menu-priced pizza ordered online customers can use the code 50OFF on www.dominos.com or on any of the company's digital ordering channels.

While the event is valid only for online pizza orders in most countries – including the U.S. – select countries that don't have online ordering capabilities will be taking part for the first time as well, offering the deal over the phone and in-store.

"Expanding our third annual global event from Global Domino's Day to Global Domino's Week is an exciting opportunity for us," said Russell Weiner, Domino's Pizza chief marketing officer. "I am glad we can bring all Domino's fans together to celebrate the brand around the world with this fantastic offer."

To join the global party, customers should visit their country's Domino's Facebook page to see if it's participating. Once there, fans can interact with a special tab that will allow them to not only claim the offer and join the party, but "swap faces" with other Domino's team members and customers across the globe, using photos from Facebook profiles. U.S. customers who use the face swap tool will be entered for a chance to win free pizza for a year. Domino's will give away a year of free pizza to one U.S. customer each day of Global Week. Official rules and complete details of the sweepstakes are available at www.facebook.com/Dominos.

"Domino's is proud of our global presence, and we're thrilled to spend this whole week celebrating it with Domino's fans from around the world," Weiner said.

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

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

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

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