



Domino's Pizza® Signs Multi-Year Beverage Supplier Agreement with The Coca-Cola Company®

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ANN ARBOR, Mich., Jan. 16, 2014 /PRNewswire/ -- **The world leader in pizza delivery and the world's largest beverage company** will continue their long-term relationship, as **Domino's Pizza (NYSE: DPZ)** has finalized a new multi-year contract with **The Coca-Cola Company (NYSE: KO)**.

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

"The Coca-Cola Company is an iconic, industry-leading global organization – not to mention, a terrific fit for our franchisees, team members and, most importantly, our customers," said Patrick Doyle, Domino's Pizza president and chief executive officer. "We are extremely proud to be the only national pizza company to align with, undoubtedly, one of the most valuable and recognizable brands in the world."

"We are excited that Domino's fans can continue to 'Open Happiness' with a Coca-Cola beverage," said Tony Ferlauto, Coca-Cola North America vice president of national sales. "We look forward to leveraging our joint marketing activities and brands to inspire and refresh Domino's customers."

Customers can celebrate this week by including a Coca-Cola product in their online order – while also enjoying 50 percent off any pizza at menu price. The offer is valid through Jan. 19. Visit www.dominos.com to place an order and create a Pizza Profile online.

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>

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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