



Domino's Pizza® to be Official Pizza Sponsor of This Sunday's Big Event - Groundhog Day

January 31, 2014

Hall of Fame Quarterback Jim Kelly to give away grand prize to Facebook fan who correctly guesses Punxsutawney Phil's shadow, fate of winter

ANN ARBOR, Mich., Jan. 31, 2014 /PRNewswire/ -- Fans of Groundhog Day can expect Sunday's event to be even better, thanks to the **recognized world leader in pizza delivery** known for saying: "Oh Yes We Did."

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

Domino's Pizza (NYSE: DPZ) has secured a one-year partnership, becoming the Official Pizza Sponsor of Groundhog Day – and will celebrate by offering free Handmade Pan Pizza to everyone attending the Punxsutawney event on Feb. 2, as well as the chance to win a grand prize trip to the Groundhog Day festivities in 2015.

Beginning today, fans can visit the Domino's Facebook page at www.facebook.com/dominos -- and vote on whether or not Punxsutawney Phil will see his shadow on Sunday. Fans who vote correctly will be entered for a chance to win a trip for two to Punxsutawney for Groundhog Day 2015. Or, if they can't make the trip – a \$5,000 cash prize.

"I couldn't be more excited for Domino's, and it has been a lot of fun interacting with their Facebook fans this week prior to today's announcement," said Hall of Fame Quarterback Jim Kelly, who grew up just outside of Punxsutawney, PA and helped give Domino's gift cards to Facebook fans who took part in questions this week surrounding the upcoming big day.

"It has been a lot of fun this week, and we thank Jim Kelly for the help in getting us ready for this announcement," said Russell Weiner, Domino's Pizza chief marketing officer. "But the fun hasn't stopped – we still have many Handmade Pan Pizzas to give away, as well as the grand prize sweepstakes trip for one lucky fan who chooses Sunday's outcome correctly."

Visit www.facebook.com/dominos to participate in the grand prize sweepstakes, and for additional updates through the weekend.

No purchase necessary. A purchase will not increase your chances of winning. Legal residents of the 50 United States (D.C.) 13 years and older. Void where prohibited. Sweepstakes ends 2/1/14. For official rules, prize descriptions and odds disclosure, visit www.facebook.com/dominos. Free Handmade Pan Pizza, as referenced, will be distributed by Domino's representatives in the form of an \$8 promotional card (while supplies last) that can be used on Handmade Pan Pizza, as well as any other goods or services on the Domino's menu.

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 emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generates about 40% of sales in the U.S. from its digital channels, helped by the introduction of ordering apps for iPhone®, Android™, Windows Phone 8 and Kindle Fire. Domino's ordering apps 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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