



Domino's Pizza® Celebrates Handmade Pan Pizza, Passion for Handmade Art in New Campaign

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Domino's campaign puts actual store team members and their handmade talents on display

ANN ARBOR, Mich., Feb. 4, 2014 /PRNewswire/ -- Team members at **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, are celebrating their handmade talents – beyond just Handmade Pan Pizza – in a national campaign beginning this week.

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

The stars of the campaign are actual Domino's team members who not only share their passion for crafting Handmade Pan Pizza, but also display other artistic handmade talents. They include Diego Garcia, muralist and pizza maker at Domino's in El Paso, Texas; Crystal Stanley, watercolorist and general manager at Domino's in Flower Mound, Texas; and Chris Polly, glassblower and pizza maker/delivery driver at Domino's in Santa Fe, Texas.

"Pizza-making is an art and Domino's Handmade Pan Pizza is no exception," said Garcia. "There are so many Domino's team members like myself who have a passion for handmade art and it matches our love of making Handmade Pan Pizza. I'm beyond excited that Domino's is showcasing my passion for painting murals. We are all thrilled to be in a Domino's commercial."

In honor of all things handmade, Domino's is offering medium, two-topping Handmade Pan Pizzas for \$7.99 each now through March 16. Domino's Handmade Pan Pizza is made from fresh, never-frozen dough and features a golden, crispy crust with toppings to the edge and two layers of cheese in every bite.

"Customers who try our Handmade Pan Pizza instantly fall in love with it," said Russell Weiner, Domino's Pizza chief marketing officer. "There are still a lot of people out there who haven't tried it yet and we're encouraging them to step out of the box and taste our delicious Handmade Pan Pizza at a great value of just \$7.99."

To meet and learn more about Domino's talented pizza makers, visit www.handmadebydominos.com.

Customers can reorder their favorite order at www.dominos.com in as little as 30 seconds after they create an Easy Order™ with Domino's enhanced online Pizza Profile platform.

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.

Order - www.dominos.com

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