



Domino's Pizza® Opens First Store in Paraguay

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Citizens of Asuncion now able to enjoy the Domino's Pizza delivery experience

ANN ARBOR, Mich., March 10, 2014 /PRNewswire/ -- **Domino's Pizza** continues its global momentum as **the recognized world leader in pizza delivery** by opening its first store in Paraguay.

Grupo Vierci, the Master Franchisee for Domino's Pizza Paraguay, is on a mission to establish more choice and competition within Asuncion - an area with fairly limited pizza delivery options to this point. It plans to have three Asuncion-area stores active by the end of May.

"We are eager to deliver Domino's to the people of Paraguay, so that they can experience the delicious, quality pizza that is so loved around the world," said Paz Vierci, Grupo Vierci managing director.

"Establishing ourselves in Paraguay, and the city of Asuncion, provides an excellent opportunity for our brand to continue its global momentum," said Ritch Allison, Domino's Pizza executive vice president of international. "With a terrific, proven master franchisee like Grupo Vierci, we are confident that Domino's will be able to establish itself as the pizza delivery brand of choice for Paraguay."

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 10,800 stores in over 70 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the fourth quarter of 2013, Domino's had global retail sales of over \$2.5 billion, comprised of over \$1.1 billion in the U.S. and nearly \$1.4 billion internationally. Its system is made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the fourth quarter of 2013. The emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generated approximately 40% of sales in the U.S. from its digital channels in 2013, 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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