



## Domino's Pizza® Kicks Off College Basketball's Biggest Month with 50 Percent Off Pizza Deal

March 17, 2014

### Weeklong offer available for pizza orders placed through Domino's digital ordering channels

ANN ARBOR, Mich., March 17, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is giving college basketball fans a special deal as they cheer on their favorite teams the first week of the month-long tournament games. Domino's is offering 50 percent off all menu-priced pizza orders placed online for an entire week, beginning today and running through Sunday, March 23.

"We're looking forward to letting our customers enjoy any combination of pizza at half off as they cheer on their teams," said Chris Brandon, Domino's Pizza spokesperson. "With the convenience of our digital ordering channels, no one will have to miss a second of the games when they order online."

College basketball's tournament month is a busy time for Domino's, especially near the end of it. Domino's sold more than 1.7 million pizzas during the 2013 semi-finals and championship game nights combined – enough to give 21 pizzas to each person walking into the stadium at the final games in Dallas, Texas this year.

"While teams across the U.S. vie for a spot at the table in the college basketball finals, Domino's team members are preparing for their own big pizza delivery days," Brandon said. "Team members across the country are putting on their game faces and gearing up for basketball watching parties."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's digital ordering channels which include Domino's website ([www.dominos.com](http://www.dominos.com)), Domino's mobile website and the iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps.

### Fun Facts – Domino's Pizza and Basketball

- It takes 69 Domino's Pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's Pizza boxes to cover a 4,600-square-foot basketball court.
- During the 2013 college basketball tournament, Domino's produced enough dough to match the weight of more than 16.2 million basketballs.

### 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.

Order - [www.dominos.com](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

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

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

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