



Domino's Pizza® Renews Sponsorship of the Domino's DomiNoNo for 2014 and 2015 MLB seasons

April 1, 2014

Domino's will give away 20,000 pizzas following each of the first two no-hitters of each season

ANN ARBOR, Mich., April 1, 2014 /PRNewswire/ -- Domino's Pizza, **the recognized world leader in pizza delivery**, again will be celebrating one of the most exciting moments in America's favorite pastime by giving away one of America's favorite foods: pizza. 40,000 of them, to be exact.

All registered MLB.com users will be eligible to receive a free pizza. Domino's will give away 20,000 pizzas after each of the first two no-hitters – which is double the amount given away in the 2013 season. Spurred by furious social media activity and fan excitement, last year's first two no-hitters, which took place less than two weeks apart in July, saw the entire allotment of pizzas claimed in under two hours.

"Domino's is thrilled to recognize and celebrate one of the great achievements in sports – the no-hitter – by continuing this very cool partnership with MLB.com," said Chris Brandon, Domino's Pizza spokesperson. "This is now bigger and better as we prepare to give away 40,000 pizzas both seasons, and make it easier for all baseball fans to get in on the excitement."

The first 20,000 baseball fans who visit and log in to MLB.com/dominos after a no-hitter is thrown will receive a code for a free, two-topping medium Handmade Pan Pizza (carryout only) when they order online from dominos.com. The DomiNoNo offer is available until 20,000 codes are given away, or for five days starting at 3 p.m. EDT on the business day following the no-hitter. The promotion is valid after each of the first two no-hitters of the 2014 and 2015 MLB seasons.

To further spur baseball fans' enthusiasm when a no-hitter is in progress, the promotion will again leverage multiple digital platforms. When a no-hitter is in progress through the sixth inning of any game, fans will be encouraged to follow #DomiNoNo and @MLB on Twitter for up-to-the-moment game alerts or watch live video on MLB.com or the award-winning MLB.com At Bat mobile app.

Other diamond facts:

- Since 1901, there have been 234 no-hitters thrown, which is, on average, just more than two per season.
- In 2013, three no-hitters were thrown – the first two both taking place in July.
- The earliest no-hitter ever thrown was April 4, 2001, in the second game of that season.
- The last season without a no-hitter was 2005.
- It would take 308 pizzas lined up to cover the distance around the bases of a Major League Baseball diamond, while the distance between the pitcher's mound and home plate is 52 pizzas.
- There's a Domino's Pizza within 4.5 miles of every Major League Baseball stadium, and more than half of those stores are within 1.5 miles.
- Domino's delivery experts drive about 1.4 million miles a day – that's more than 19 million trips around the base paths.

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

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

Info - www.dominosbiz.com

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

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

YouTube - <http://www.youtube.com/dominos>

About MLBAM

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, www.MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information and interactivity on the web, including up-to-date statistics, game previews and summaries, extensive historical information, online ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live full-game video streaming and in-progress and on-demand highlights, live and archived audio broadcasts of every game, Gameday pitch-by-pitch application, around-the-clock hosted and specialty video programming, complete blogging capabilities and the award-winning suite of At Bat mobile applications. MLBAM powers more live events on the Internet than any other website in the world.



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