



Biggest Basketball Night of the Year Makes for Busy Pizza Night at Domino's

April 7, 2014

Domino's expects to sell more than 1.7 million pizzas on April 7

ANN ARBOR, Mich., April 7, 2014 /PRNewswire/ -- While the final teams hustle on the court for the college basketball championship, **Domino's Pizza** (NYSE: DPZ) pizza makers and delivery drivers will be hustling in the stores. **The recognized world leader in pizza delivery** is counting down to tipoff and ready to take on one of its biggest nights of the year.

As the basketball teams from Lexington and Storrs get ready for the biggest game of the season, Domino's anticipates delivering more than 1.7 million pizzas today, enough to give 21 pizzas to each person walking into the stadium in Texas for the final game.

"College basketball is an event people come together to celebrate and get excited about, and they know pizza is perfect for their celebrations," said Chris Brandon, Domino's Pizza spokesperson. "Our team is certainly ready to tackle the big rush tonight. We're thrilled for the opportunity to be a part of the festivities by delivering a great game day meal to millions of basketball fans."

One of the convenient ways fans and customers can order their Domino's game day meal will be via digital ordering – whether it be online or through an app on their mobile device. On Monday night, helped by features such as pizza profiles, timed ordering and Domino's Tracker[®], Domino's expects to see an increase in digital orders over a typical Monday.

Domino's Pizza Game Day Fun Facts

- 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

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

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