



Domino's Pizza® Launches New iPad® Ordering App

April 28, 2014

Domino's unveils its most beautiful app yet on April 28

ANN ARBOR, Mich., April 28, 2014 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) is taking the next step in technology innovation. Today, **the recognized world leader in pizza delivery** announced the release of its ordering app for iPad which will put pizza at the center of everything – including updated, mouthwatering food photography and a newly created, more realistic custom pizza builder.

"We couldn't be more thrilled about bringing our Domino's Pizza ordering app to iPad," said Russell Weiner, Domino's Pizza chief marketing officer. "This new app enhances our commitment of offering convenience to our customers wherever they are – and it looks so good, customers will get hungrier just looking at it."

Digital ordering now accounts for approximately 40 percent of Domino's sales in the U.S. Domino's new app will offer users access to the full national menu, coupon search and location-based store locator, like in its current iPhone®, Android™, Windows Phone 8® and Kindle Fire™ ordering apps. It will also allow direct access to track an order using Domino's Tracker®, the company's innovative and industry-exclusive digital order tracker, and Pizza Profiles, which allows customers the ability to save information and reorder their favorite order in as little as five clicks, or about 30 seconds.

"The new Domino's iPad app takes the experience of ordering pizza to a whole new level," said Kevin Vasconi, Domino's Pizza chief information officer. "This is the coolest technology we have launched since Domino's Tracker, and we are excited for customers to use the beautiful custom pizza builder that lets you visualize your order in a whole new way."

The Domino's app is available for free from the App Store on iPad or at www.itunes.com/appstore.

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>



← BACK *Build Your Own Pizza*

CRUST & SIZE CHEESE & SAUCE TOPPINGS

Select
TOPPINGS

Meats

- Pepperoni
- Italian Sausage
- Sliced Italian Sausage
- Beef
- Philly Steak
- Ham
- Bacon
- Salami

Non-meats

- Jalapeno Peppers
- Mushrooms
- Pineapple
- Onions
- Roasted Red Peppers
- Spinach
- Diced Tomatoes

← BACK, CHEESE & SAUCE

Medium (12") Hand Tossed Pizza
Banana Peppers, Green Peppers, Pepperoni, Onions

QTY - 1 + **ADD TO ORDER**

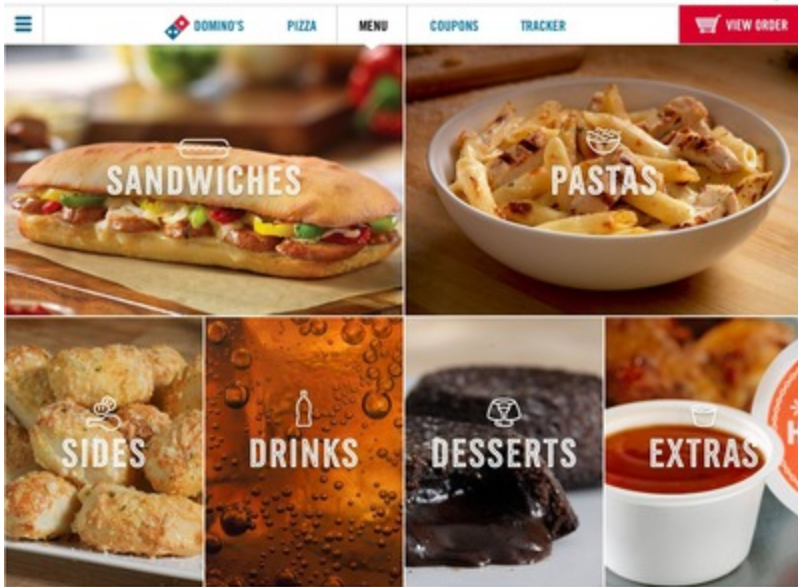


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