



Domino's Pizza® Launches New Online Group Ordering Tool

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Online feature makes ordering for large groups fast and easy

ANN ARBOR, Mich., May 12, 2014 /PRNewswire/ -- Ordering meals for graduation parties, birthdays and meetings just became even easier, thanks to Domino's new Group Ordering Tool.

Domino's Pizza (NYSE: DPZ), the recognized group leader in pizza delivery, developed the Group Ordering Tool as a fast and convenient feature on www.dominos.com that calculates an estimate of the number of pizzas needed to feed a specific amount of people.

"The Group Ordering Tool is perfect for holiday get-togethers such as Memorial Day, graduation parties or large lunch meetings where customers don't know how many or what pizzas to order," said Chris Brandon, Domino's Pizza spokesperson. "How many times have you had to do the math to figure out how many pizza pies to get? Domino's tool solves that big 'pizza problem' and shows customers what our most popular topping options are as well."

Domino's customers who use the Group Ordering Tool will also receive a discount on the menu price of their pizzas. Customers who order four to six pizzas will receive 10 percent off; seven to nine pizzas will receive 15 percent off; and 10 or more pizzas will receive 20 percent off. Domino's customers can see all available discounts by checking out the coupons section online.

"This tool is yet another way Domino's is working to make customers' experience even better," said Brandon. "It's quick to use and takes the hassle out of figuring out how much pizza is needed to feed a group. Plus, the Group Ordering Tool rewards those who place a large pizza order with a discount."

Customers can utilize Domino's Group Ordering Tool from their computer by visiting www.dominos.com.

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 10,900 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 first quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 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 first quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of sales in the U.S. from its digital channels in 2013, as well as reach an estimated \$3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the U.S. smartphone market. Continuing its focus on menu enhancement, Domino's launched Specialty Chicken in April 2014.

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>

Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>

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