



## Domino's Pizza® Offers Weeklong Carryout Special Beginning on Memorial Day

May 21, 2014

### Customers can take home large two-topping pizzas for \$5.99 each

ANN ARBOR, Mich., May 21, 2014 /PRNewswire/ -- Beginning on Memorial Day, **Domino's Pizza** (NYSE: DPZ) is encouraging customers to take a break from the hassle of the grill – and instead, bring some pizzas to holiday gatherings! From May 26 – June 1, **the recognized world leader in pizza delivery** is stepping up its carryout game by offering a weeklong \$5.99 carryout special for large two-topping pizzas.

"With the increase in customers thinking of Domino's when they want carryout, we are welcoming more people into our stores than ever before," said Chris Brandon, Domino's Pizza spokesperson. "More locations around the U.S. are now featuring our new 'pizza theater' store design, so the time has never been better to come in and say hello."

Need help calculating how many large two-topping pizzas to order for your Memorial Day party? Domino's recently announced the launch of its online Group Ordering Tool, which is a fast and convenient feature that calculates the number of pizzas needed to feed a specific amount of people.

"Big group gatherings are a Memorial Day tradition for many, and we hope people will think of Domino's and our online Group Ordering Tool if the hassle of grilling and preparing a large meal gets to be too much," said Brandon.

The carryout special is available via digital, phone and in-store ordering.

#### 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](http://www.dominos.com)

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

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

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