



Domino's Pizza® to Offer Free Pizza for a Year through Social Media Giveaway

June 24, 2014

Domino's partners with Detroit Startup, Quikly, for \$100,000 e-Gift Card Giveaway

ANN ARBOR, Mich., June 24, 2014 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is partnering with Quikly to give one lucky recipient free pizza for a year. **The recognized world leader in pizza delivery** is inviting fans to register for the Fan Perks giveaway beginning today, and participate in the giveaway that will take place at a time designed to surprise Domino's fans.

"From technology, to new products, we're always looking for new ways to innovate. Our latest innovation is an evolution of the Fan Perks program with a new way of surprising our customers," said Dennis Maloney, Domino's Pizza vice president of multimedia marketing. "Part of what makes this fun is that customers won't know when the giveaway will happen, so we hope they'll stay tuned."

To join in the giveaway, customers should visit Domino's Facebook or Twitter page and click on the link to register for the giveaway through the time the giveaway begins. Once the giveaway begins, customers who have registered will receive a text message or email (depending on the notification method they select during registration) with a link to the giveaway site. The faster fans click through to claim their reward, the better their reward will be. The fastest person will be rewarded with free pizza for a year (in the form of \$500 in Domino's gift cards). In addition, Domino's will award more than \$100,000 in e-gift cards to 50,000 other fans who click through to claim their rewards.

Customers can share details of the giveaway with their friends through Facebook, Twitter and email for a chance to receive a "heads up" notice of when the Quikly offering will go live. The "heads up" notice will be awarded to those customers whose friends also register for the giveaway.

Founded in Detroit in 2012, Quikly aims to create gamified ways to drive commerce over short periods of time. They deliver "don't know when it will happen" promotions and higher rewards to participants who respond the fastest.

"Domino's is thrilled to partner with Quikly, a startup that was founded here in Michigan. It is a perfect partnership, as they're as dedicated to innovation as we are," Maloney said.

NO PURCHASE NECESSARY. Open to legal residents of the fifty (50) United States (including D.C.), 13 years old or older. Offer ends once all the rewards are claimed between now and 7/11/14. For complete Terms and Conditions, visit <http://bit.ly/dominosquikly>. Void where prohibited.

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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