



## Domino's Pizza® Launches Sweepstakes in Celebration of New iPad® Ordering App

July 8, 2014

### Customers who order using Domino's iPad® app could win free pizza for a year

ANN ARBOR, Mich., July 8, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is celebrating the launch of its new iPad app by giving customers a chance to win free pizza for an entire year. When customers complete an order on the app now through Sept. 30, they will automatically be entered for a chance to win.

Domino's will randomly select one winner each week through Sept. 30. Customers who order on the iPad app will have the opportunity to enter once per day. Winners will receive free pizza for a year, awarded in the form of five \$100 Domino's gift cards.

"We wanted to celebrate the launch of Domino's most beautiful ordering app and encourage customers who haven't tried it yet to order in a whole new way," said Chris Brandon, Domino's Pizza spokesperson.

Digital ordering accounts for approximately 40 percent of Domino's sales in the U.S. Domino's new app offers users access to the full national menu, coupon search and location-based store locator, like in its iPhone®, Android™, Windows Phone 8® and Kindle Fire™ ordering apps. It also allows direct access to track an order using Domino's Tracker®, the company's innovative 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 Domino's app is available for free from the App Store on iPad or at [www.itunes.com/appstore](http://www.itunes.com/appstore).

*NO PURCHASE NECESSARY. Open to legal residents of the 48 contiguous United States and Washington, D.C., 18 years and older. Ends Sept. 30, 2014. To enter and for Official Rules, including odds, free method of entry, and prize descriptions, visit [www.dominos.com/sweeps](http://www.dominos.com/sweeps). Void in Alaska, Hawaii and where prohibited. Pizza for one year awarded in the form of \$500 in Domino's gift cards. Sweepstakes entry placed once order is completed and paid for.*

#### 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)

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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