



Domino's Pizza® to Deliver Fire Safety Messages with the National Fire Protection Association During Fire Prevention Week

September 29, 2014

Domino's and NFPA marking seven consecutive years of fire safety awareness

ANN ARBOR, Mich., Sept. 29, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)**, is teaming up with the National Fire Protection Association (NFPA) and Sparky the Fire Dog®, NFPA's official mascot. For the seventh consecutive year, **the recognized world leader in pizza delivery** will deliver fire safety messages from NFPA to homes across the nation.

During Fire Prevention Week, Oct. 5-11, participating markets in the U.S. will be reinforcing this year's Fire Prevention Week campaign theme, "Working Smoke Alarms Save Lives: Test Yours Every Month!", on top of pizza boxes.

Working smoke alarms cut the chance of dying in a fire in half. However, two-thirds of U.S. home fire deaths occur in homes with no smoke alarms or no working smoke alarms. The fliers on pizza boxes will include statistics on smoke alarms, installation tips and encourage customers to test their smoke alarms every month.

In addition, customers who order from participating Domino's stores throughout the U.S. in October may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza order is free. If a smoke alarm is not working, the firefighters will replace the batteries or install a fully-functioning fire safety device in the home.

"Through the annual Fire Prevention Week program, our team members have a unique opportunity to educate their neighbors about fire safety," said Chris Brandon, Domino's Pizza spokesperson. "The last seven years working with the NFPA and delivering fire safety messages were very successful. We look forward to continuing the partnership in future years."

"Engaging activities are among the best ways to educate and influence people about fire safety," said Lorraine Carli, NFPA's vice president of outreach and advocacy. "Teaming up with Domino's Pizza presents an ideal opportunity to reinforce the importance of working smoke alarms in a way that's fun and exciting for everyone involved."

Fire Safety Tips from Domino's and NFPA

- Install smoke alarms on every level of your home, inside each bedroom and outside all sleeping areas.
- Test smoke alarms monthly.
- Create a home fire escape plan that includes two ways out of each room and a meeting place outside in front of the home.
- Practice your plan with all members of your household.
- Learn the emergency number for your fire department.
- If the smoke alarm sounds, get outside and stay outside. Call the fire department from outside the home using a cell or neighbor's phone.

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 11,000 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 second 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 owners who accounted for nearly 97% of the Domino's Pizza stores as of the second quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of U.S. sales 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 smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

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>

About Fire Prevention Week

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit www.firepreventionweek.org for more safety information.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. NFPA develops more than 300 codes and standards to minimize the possibility and effects of fire and other hazards. All NFPA codes and standards can be viewed at no cost at www.nfpa.org/freeaccess.

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