



Trick or Treat ... Domino's Pizza® Gives Customers Something Good to Eat

October 29, 2014

Domino's apps and Group Ordering Tool make ordering for Halloween parties easy

ANN ARBOR, Mich., Oct. 29, 2014 /PRNewswire/ -- Domino's Pizza, (NYSE: DPZ), **the recognized world leader in pizza delivery**, has your Halloween dinner plans covered! Ordering food for a night of trick-or-treating is now easier than ever, thanks to Domino's apps and Group Ordering Tool.

"Pizza is the perfect meal option as kids are getting ready to go trick-or-treating, or for those who are throwing Halloween parties," said Chris Brandon, Domino's Pizza spokesperson. "From the added convenience of our online ordering platforms to our Group Ordering Tool, Domino's has things covered to make Halloween a stress-free night."

Customers can use Domino's ordering apps for iPhone®, iPad®, Android™, Windows Phone 8® or Kindle Fire™, and place their Halloween dinner orders days in advance, so a piping hot pizza will be delivered to their door as soon as they get home. Customers can place an order in as little as 30 seconds when they reorder their Easy Order with Domino's enhanced online ordering profiles platform.

Those who are ordering food for Halloween parties can use Domino's Group Ordering Tool, which is a fast and easy feature on www.dominos.com that calculates an estimate of the number of pizzas needed to feed a specific amount of people.

"Halloween is one of Domino's five busiest nights for pizza delivery in the U.S., and our teams around the country are ready to deliver," Brandon said. "The winning formula for satisfying our customers is preparation and fast pizza-making, so we sharpen our skills all year long. Strategy, smart hustle, an extra-large array of ingredients and increased staff will keep Domino's ready for the Halloween rush."

To find the nearest Domino's location, visit 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 11,250 stores in over 75 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 third 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 Domino's stores as of the third 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>

Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948/LOGO-b>

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