



Domino's Pizza® Partnering with Pebble, Putting Domino's Tracker® on Your Wrist

November 13, 2014

ANN ARBOR, Mich., Nov. 13, 2014 /PRNewswire/ -- When **Domino's Pizza** (NYSE: DPZ), the recognized world leader in pizza delivery, launched its fan-favorite *Domino's Tracker*® nearly seven years ago, smartwatch technology was likely never a part of the plan. It is now.

The pizza tracker, which allows customers to trace their order from the time it is taken, baked and out for delivery, will now be available on a new innovative platform: Pebble. This marks the first time that *Domino's Tracker* has been available on any smartwatch device.

Pebble Technology Corp. of Palo Alto, California, debuted its first smartwatch, Pebble, on Kickstarter in 2012, which remains one of the most successful crowd-funding campaigns to date. The company introduced a premium model, Pebble Steel, in January of this year.

"Partnering with Pebble makes perfect sense for our brand, as we continue to innovate and reinvent the ways Domino's and technology can interact," said Kevin Vasconi, Domino's Pizza chief information officer. "Pebble's story of beginning as a self-starter with a great idea completely aligns with the values of the Domino's brand – and we are proud to have such a shared entrepreneurial passion for the pursuit of innovation."

Offering such features as notifications and apps, Pebble hosts an app store with over 4,000 applications – including one for Domino's. By loading the app on your watch, and syncing with the Domino's mobile app for either iPhone® or Android™, *Domino's Tracker* updates and notifications will show up directly on your watch in real time.

"We're thrilled to be the first smartwatch to partner with Domino's and help bring their beloved tracker experience to the wrist," said Shobeir Shobeiri of Pebble's business development team. "We designed Pebble to mesh seamlessly into your life, and the *Domino's Tracker* app is a natural addition to our growing appstore."

Domino's Tracker on Pebble is available for use beginning today, along with the Domino's mobile app for Android and iPhone. More information can be found at <http://pbl.io/dominos>.

"We think 'Pebblers' around the world will find it both simple and useful," said Shobeiri.

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>

About Pebble Technology Corporation

Pebble is a customizable smartwatch that delivers information from your iOS or Android smartphone right to your wrist. It gives you the information you want when you want it – whether it's checking your messages, seeing how many miles you've run, or changing your music, all without opening your phone. Pebble is lightweight, waterproof, has a rechargeable battery that lasts 5-7 days, and is available in two different styles that were designed to be minimalist, yet fashionable. The Pebble appstore has over 4,000 apps that make it more useful and mesh seamlessly with your life. Pebble is based in Palo Alto, California and launched on Kickstarter in 2012. Visit getpebble.com for more details.

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