



Domino's Pizza® Prepares for Biggest Delivery Day of the Year, Launches Tracker on Your Samsung Smart TV

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On Feb. 1, Domino's expects to sell more than 11 million slices of pizza, with 50 percent of sales coming from digital ordering channels

ANN ARBOR, Mich., Jan. 26, 2015 /PRNewswire/ -- Football players aren't the only ones who have been preparing for the big game on Feb. 1. Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is bringing its fan-favorite Domino's Tracker® to your Samsung Smart TV, just in time for the company's busiest delivery day of the year.

As the New England and Seattle football teams get ready for their biggest Sunday of the season, Domino's expects to deliver more than 11 million pizza slices and more than 3 million chicken wings nationwide on game day – nearly an 80 percent overall increase from a typical Sunday. And now, Domino's customers who have a Samsung Smart TV can track their order each step of the way, from the time it is taken, to when it is put in the oven and sent out for delivery – all without missing a second of the game.

"Domino's is always looking for ways to continue innovating and using technology to benefit our customers," said Kevin Vasconi, Domino's Pizza chief information officer. "We are thrilled to bring our customers yet another added convenience using Domino's Tracker. Football fans can track their game day meal via their Samsung Smart TV and stay tuned into the big game at the same time."

This marks the first time that Domino's Tracker is available on any television platform. In order to use the tracking feature, customers must have a 2014 or newer Samsung Smart TV.

"As the market leader in TV innovation, Samsung is excited to be the first to offer Domino's Tracker to our customers, just in time for the biggest game day of the year," said Brad Trullinger, Samsung director of content and product solutions.

One of the easiest ways customers can order their Domino's game day meal is via digital ordering – whether it be online or through an app on their mobile device. Digital ordering accounted for approximately 50 percent of Domino's sales in the U.S. at the end of 2014.

Domino's Pizza Game Day Fun Facts

- On game day, in the U.S. alone, Domino's delivery drivers will cover the equivalent of more than 335 round trips from Boston to Seattle – a 50 percent increase over a typical day.
- Over the years, Domino's stores have seen sales tend to increase when the game is close and viewers are glued to their TVs.
- While both Boston and Seattle Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.
- During last year's game, Domino's delivered enough pizzas to stretch across more than 2,400 football fields.
- Domino's expects to sell 3 million chicken wings (boneless and bone-in), which is a 179 percent increase over a typical Sunday.

****Media representatives are invited to visit a local Domino's Pizza store and witness the rush before kickoff. Please email dani.nicholl@dominos.com to coordinate.** 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 50% of U.S. sales from its digital channels at the end of 2014, as well as reach an estimated run rate of \$4 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

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