



## **Domino's® and the National Fire Protection Association to Deliver Fire Safety Messages to Homes Across the Country**

March 4, 2015

### **Pizza boxes topped with smoke alarm checklist to help protect people from home fires**

ANN ARBOR, Mich., March 4, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is using daylight saving time and pizza boxes to encourage people to protect themselves from home fires. The recognized **world leader in pizza delivery**, along with the National Fire Protection Association (NFPA), is reminding customers to change their smoke alarm batteries when they change their clocks. Domino's will utilize its pizza boxes to deliver fire safety tips throughout the month of March in participating markets across the country.

"Daylight saving time brings a convenient, timely reminder to change the batteries in your smoke alarm, which is an easy, important step to make your home safer," said Jenny Fouracre, Domino's spokesperson. "Domino's has a great opportunity to reach many people in their homes and we want to use it to share fire safety tips with them. We are excited to work with the NFPA to help make homes across the country a little bit safer."

As part of the spring campaign, customers who order from participating Domino's stores may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries or leave a fully functioning smoke alarm in the home.

According to the NFPA, roughly two-thirds of home fire deaths happen in homes with no smoke alarms or no working smoke alarms. When smoke alarms fail to operate it is usually because batteries are missing, disconnected or dead.

"On average, seven people die in U.S. home fires per day," said Lorraine Carli, NFPA's vice president of Outreach and Advocacy. "Working smoke alarms can make a life-saving difference because they give people the time to escape safely. We are thrilled to work with Domino's to remind homeowners to test their smoke alarms and ensure they're working properly."

#### **Stay safe with these tips from the NFPA:**

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- For the best protection, interconnect all smoke alarms throughout the home. When one sounds, they all sound.
- Test alarms at least once a month by pushing the test button.
- Smoke rises; install smoke alarms high on a wall or on a ceiling.
- Replace batteries in all smoke alarms at least once a year. If an alarm "chirps" – warning the battery is low – replace the battery right away.
- Replace all smoke alarms, including alarms that use 10-year batteries and hard-wired alarms, when they are 10 years old – or sooner if they do not respond properly.
- Be sure the smoke alarm has the label of a recognized testing laboratory.
- To prevent nuisance alarms, install smoke alarms away from the kitchen, and at least 10 feet from cooking appliances. If cooking fumes continue to set off alarms, replace the alarm with one that has a "hush" button.
- Develop a home escape plan with all members of your household and practice it regularly, at least twice a year.

#### **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](http://www.nfpa.org/freeaccess).

#### **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 11,600 stores in over 75 international markets. Domino's had global retail sales of over \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. In the fourth quarter of 2014,

Domino's had global retail sales of over \$2.8 billion, comprised of \$1.3 billion in the U.S. and \$1.5 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of Domino's Pizza stores as of the fourth 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, and reach an estimated run rate of \$4 billion annually in global digital sales. Domino's recently launched its ordering app for iPad<sup>®</sup>, adding to an existing ordering app lineup that covers nearly 95% of the U.S. smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone<sup>®</sup> and Android<sup>™</sup> apps, a true technology first within both traditional and e-commerce retail.

Order - [www.dominos.com](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [biz.dominos.com](http://biz.dominos.com)

Twitter - <http://twitter.com/dominos>

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