



## Domino's® Launches 50 Percent Off Pizza Deal in Celebration of College Basketball's Biggest Month

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### Weeklong offer available for pizza orders placed through Domino's digital ordering channels

ANN ARBOR, Mich., March 16, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is giving college basketball fans a special deal as they cheer on their favorite teams the first week of the monthlong tournament games. Domino's is offering 50 percent off all menu-priced pizza orders placed online for an entire week, beginning today and running through Sunday, March 22.



"We're excited to let customers enjoy any combination of pizza at half off as they cheer on their teams," said Jenny Fouracre, Domino's spokesperson. "Domino's offers a variety of convenient digital ordering channels, so customers will never have to miss a second of any game when they order online."

College basketball's tournament month is a busy time for Domino's, especially near the end of it. Domino's sold more than 1.7 million pizzas during the 2014 semifinals and championship game nights combined – enough to give 25 pizzas to each person walking into the stadium at the final games in Indianapolis this year.

"College basketball players aren't the only ones preparing for the big games," Fouracre said. "While teams across the U.S. compete for a spot in the finals, Domino's team members are putting on their game faces and gearing up for their own big delivery days."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's digital ordering channels, which include Domino's website ([www.dominos.com](http://www.dominos.com)), Domino's mobile website and the iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps.

#### Fun Facts – Domino's Pizza and Basketball

- It takes 69 Domino's pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's pizza boxes to cover a 4,600-square-foot basketball court.
- During the 2014 college basketball tournament, Domino's produced enough dough to match the weight of more than 13.2 million basketballs.

## 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®, 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® and Android™ 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>

Facebook - <http://www.facebook.com/dominos>

YouTube - <http://www.youtube.com/dominos>

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