Domino's® Introduces Ordering on Samsung Smart TVs

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Latest Domino's AnyWare™ innovation makes for easy ordering during final basketball games

ANN ARBOR, Mich., March 31, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** is announcing yet another new digital ordering platform, just in time for college basketball's final games. Customers and basketball fans alike can now enjoy ordering via their Samsung Smart TV. This innovation is a part of Domino's AnyWare ™, a new suite of technology that gives customers the ability to place an order in more ways and on more devices than ever before.



This marks the first time that Domino's ordering is available on any Smart TV. To utilize this new ordering feature, customers must have a Pizza Profile with a saved Easy Order ™ or recent order, and a 2013 or newer Samsung Smart TV.

Customers can also use the fan-favorite Domino's Tracker® to track the status of their order, from the moment it is placed to when it goes out on delivery or is ready for carryout.

"Basketball fans are going to be glued to their TVs, and now they don't have to miss a minute of the big game to order a delicious game day meal," said Kevin Vasconi, Domino's chief information officer. "Customers can place and track their order, all while still watching the game on their Samsung Smart TV."

As the four basketball teams compete for a spot in the championship game, Domino's anticipates it will sell more than 1.7 million pizzas during the semifinals and championship game nights combined – enough to give 25 pizzas to each person walking into the stadium at the final games in Indianapolis.

Ordering on Samsung Smart TV joins Domino's list of AnyWare ordering options: Pebble and Android Wear smartwatch apps, Ford SYNC® AppLink ™ system, and voice ordering with Dom. To learn more about Domino's AnyWare technology, visit anyware.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 11,600 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
Mobile - http://mobile.dominos.com
Info - biz.dominos.com
Twitter - http://twitter.com/dominos
Facebook - http://www.facebook.com/dominos
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