



Domino's® Continues Sponsorship of the DomiNoNo for 2015 MLB Season

April 6, 2015

Domino's will give away 20,000 pizzas following each of the first two no-hitters of the season

ANN ARBOR, Mich., April 6, 2015 /PRNewswire/ -- Domino's (NYSE: DPZ), **the recognized world leader in pizza delivery**, again will be celebrating one of the most exciting moments in America's favorite pastime by giving away one of America's favorite foods: pizza. 40,000 of them, to be exact.



All registered MLB.com users will be eligible to receive a free pizza. Domino's will give away 20,000 pizzas after each of the first two no-hitters during the 2015 MLB regular season. Spurred by furious social media activity and fan excitement, last year's first two no-hitters, which took place less than four weeks apart, saw the entire allotment of pizzas claimed in under ten minutes combined.

"What better way to celebrate one of the greatest achievements in sports – the no-hitter – than with free pizza?" said Tim McIntyre, Domino's spokesperson. "Domino's is excited to be partnering with MLB.com to continue giving baseball fans a delicious way to get in on the excitement."

The first 20,000 baseball fans who visit and log in to MLB.com/dominos beginning at 3 p.m. EDT on the business day following the no-hitter will receive a code for a free, two-topping medium Handmade Pan Pizza (carryout only) when they order online from dominos.com. The DomiNoNo offer for each no-hitter is available until 20,000 codes are given away, or for five days starting at 3 p.m. EDT on the business day following the no-hitter. The promotion is valid after each of the first two no-hitters of the 2015 MLB regular season.

To further spur baseball fans' enthusiasm when a no-hitter is in progress, the promotion will again leverage multiple digital platforms. When a no-hitter is in progress through the sixth inning of any game, fans will be encouraged to follow [#DomiNoNo](https://twitter.com/DomiNoNo) and [@MLB](https://twitter.com/MLB) on Twitter for up-to-the-moment game alerts or watch live look-ins on MLB.com or the award-winning MLB.com At Bat mobile app.

Other diamond facts:

- Since 1901, there have been 239 no-hitters thrown, which is, on average, just more than two per season.
- In 2014, five no-hitters were thrown – one in May and two in June and September.

- The last season without a no-hitter was 2005.
- It would take 308 pizzas lined up to cover the distance around the bases of a Major League Baseball diamond, while the distance between the pitcher's mound and home plate is 52 pizzas.
- There's a Domino's within 4.5 miles of every Major League Baseball stadium, and more than half of those stores are within 1.5 miles.
- Domino's delivery experts drive about 1.4 million miles a day – that's more than 19 million trips around the base paths.

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 - www.dominosbiz.com

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

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

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

Logo - <http://photos.prnewswire.com/prnh/20120814/DE559481.OGO-b>

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