

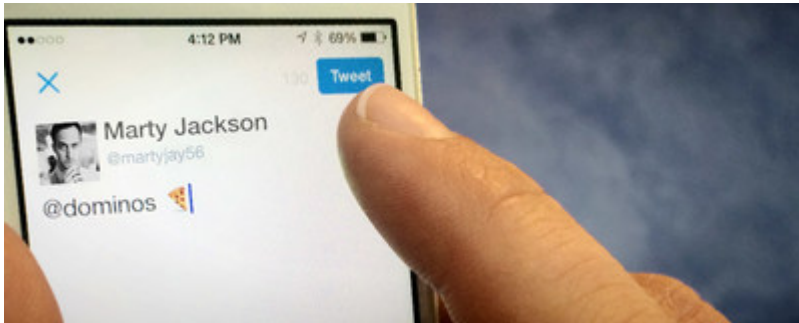


## Order Domino's® via Twitter & Emoji -- Revolutionary Ordering Innovations

May 20, 2015

**First-of-its-kind capabilities part of Domino's AnyWare™ digital ordering options**

ANN ARBOR, Mich., May 20, 2015 /PRNewswire/ -- The easiest ways to order are here! **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering technology**, is leading the way once again with its latest breakthrough ordering option, which combines two new-to-the-world innovations – ordering via tweet and ordering via emoji, specifically the pizza emoji. The ordering platforms are launching throughout the U.S. today.



Domino's is the first brand to use an emoji on Twitter to place and complete an order.

Customers who add their Twitter handle to their Domino's Pizza Profile will be able to re-order their Easy Order by simply tweeting **#EasyOrder** or the pizza emoji to **@Dominos**. Domino's will then send their Easy Order through an automated direct message, which customers must confirm. Customers who do not have a saved Easy Order will be prompted to set it up in their Pizza Profile.

"One of Domino's goals is to allow customers to order from anywhere they are, on any device or any platform they want," said Patrick Doyle, Domino's president and CEO. "We want to continue to lead the e-commerce industry with our innovative ordering options and with the customer-focused technology that has been driving our business success."

Ordering through Twitter joins Domino's list of AnyWare™ ordering options: Samsung Smart TV®, Pebble smartwatch app, Android Wear smartwatch app, Ford SYNC® AppLink™ system and voice ordering with Dom. To learn more about Domino's AnyWare technology, including how to enable ordering via Twitter, visit [anyware.dominos.com](http://anyware.dominos.com).

### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery and digital ordering technology, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 11,700 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 first quarter of 2015, Domino's had global retail sales of over \$2.2 billion, comprised of \$1.1 billion in the U.S. and \$1.1 billion internationally. Its system is comprised of franchise owners who accounted for nearly 97% of Domino's stores as of the first quarter of 2015. Emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from digital channels at the end of 2014, and reach an estimated run rate of \$4.0 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and, in June 2014, debuted voice ordering for its iPhone® and Android™ apps, a true technology first within traditional and e-commerce retail.

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

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

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

Company 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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