

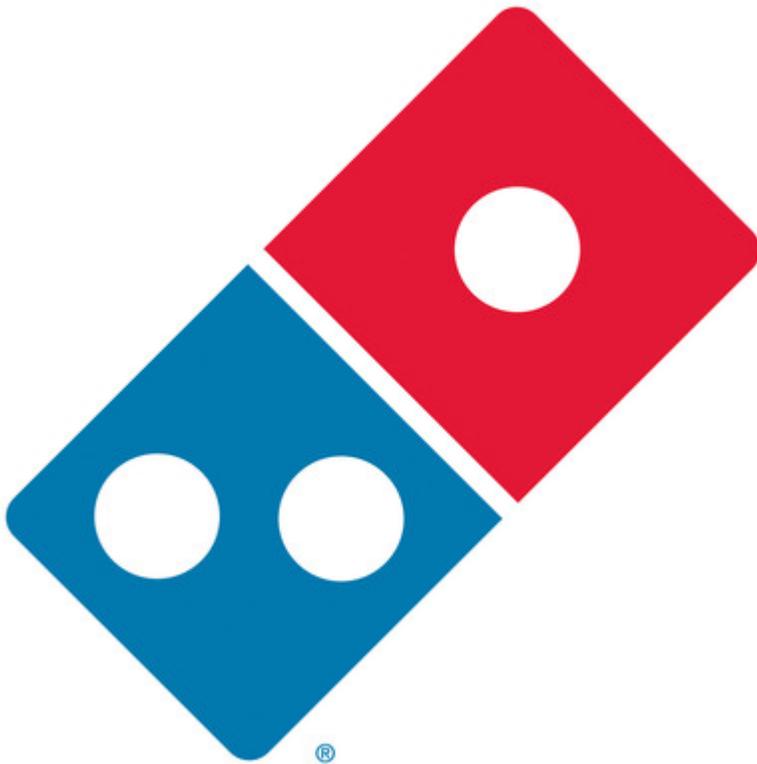


## Domino's® Announces Key Leadership Appointments and Promotions

May 27, 2015

### Proven leaders to assume new and expanded roles

ANN ARBOR, Mich., May 27, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering technology**, has announced the following internal leadership appointments and promotions:



**Joe Jordan**, 41, has been named vice president – chief marketing officer. Jordan has been with Domino's since 2011 when he began serving as the vice president of marketing innovation. He led the highly successful development and launch of Handmade Pan Pizza, as well as Specialty Chicken. Most recently, Jordan was vice president of field marketing where he spearheaded the realignment of interdisciplinary resources to better support franchisees at the local level. Prior to Domino's, he held marketing roles at Accenture, Philips, Unilever and PepsiCo Inc. Jordan is originally from Hauppauge, New York.

**Dennis Maloney**, 48, has been named vice president – chief digital officer. Maloney, who is from Queens, New York, has been with the company since 2010 as the vice president of multimedia marketing. Maloney has been instrumental in growing Domino's digital sales to approximately 50 percent of its total U.S. sales. He has led the development and launch of Pizza Profiles, Easy Ordering, the iPad, iPhone and Android ordering apps, voice ordering with Dom, and most recently, ordering on smartwatches and via Twitter. Maloney's previous experience includes more than 14 years in marketing and e-commerce at the Coca-Cola Co. and Procter & Gamble Co. In his new role, he will have the expanded responsibility of spreading Domino's digital marketing expertise across the globe.

**Julia Oswald**, 50, has been appointed as vice president – head of strategy and insights, Domino's USA. Oswald joined Domino's in 2009 and was responsible for guiding the insights process that supported marketing initiatives. With her expanded duties, she will now lead the strategic function for all of Domino's USA. Oswald spent nine years at PepsiCo Inc. in strategy and insights before joining Domino's. She is originally from Altus, Oklahoma.

**Debbie Sweeney**, 47, has been promoted to the vice president of national field and Team USA marketing. Sweeney, who began working at Domino's in 1996, has served in a number of key marketing roles within the company. She most recently served as the director of national field marketing, based out of Baltimore, and was instrumental in developing and rolling out a new market planning process. Before joining Domino's, Sweeney worked in marketing for four years at Subway.

"I am truly excited about this new leadership structure within Domino's," said Russell Weiner, president of Domino's USA. "Domino's has always had an incredible team of operators, marketers, insights, development and training professionals, and now, we will be able to take advantage of these key leaders' strengths more than ever. My utmost congratulations and support go to Joe, Dennis, Julia, and Debbie who are proven leaders within Domino's."

#### **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)

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