

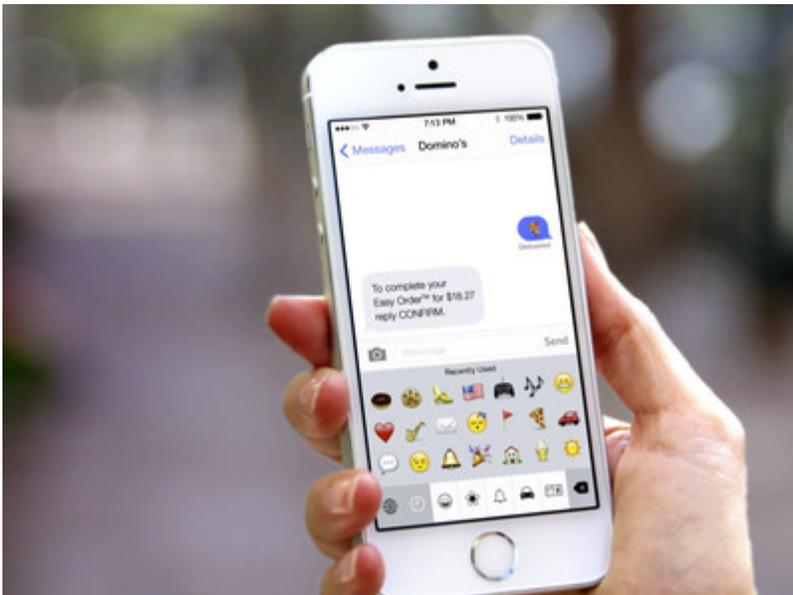


Text is Next in Domino's Pizza-Ordering Platforms

June 15, 2015

Get Your 'Easy Order' by Texting to DPIZZA Beginning Today

ANN ARBOR, Mich., June 15, 2015 /PRNewswire/ -- On the heels of ordering pizza via tweet, what's next? For fans of **Domino's (NYSE:DPZ)**, the answer is...texting. Beginning today, the recognized world leader in pizza delivery and digital ordering technology is launching ordering with an emoji by text.



Customers who opt-in and add their mobile phone number to their existing Pizza Profile on www.dominos.com can re-order their established Easy Order by simply texting the pizza emoji or "Easy Order" to DPIZZA (374992).

"There are an estimated 8 trillion texts sent every year worldwide," said Patrick Doyle, Domino's president and CEO. "With so many people using their devices to communicate in this way, it made sense to allow our customers the chance to order pizza that way, too."

Text ordering joins Domino's suite of AnyWare™ ordering options: Twitter, 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 text, visit 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

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

Digital Info - anyware.dominos.com

Company Info - biz.dominos.com

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

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

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



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SOURCE Domino's Pizza

Tim McIntyre, 734-930-3563, tim.mcintyre@dominos.com