



Domino's® Opens 12,000th Store

August 3, 2015

Milestone store to open today in Oklahoma City

ANN ARBOR, Mich., Aug. 3, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE:DPZ)**, the recognized world leader in pizza delivery, is celebrating the grand opening of its 12,000th store in the world today, in Oklahoma City.



"I am beyond excited to celebrate this huge milestone for Domino's," said Patrick Doyle, Domino's president and CEO. "We've been opening new stores around the world at a steady clip – building beautiful and customer-friendly pizza theaters with our new image – and the 12,000th store in Oklahoma exemplifies our brand to a tee."

In honor of the 12,000th store, Domino's will hold a ribbon-cutting ceremony and present a donation of \$12,000 to the Boys and Girls Clubs of Oklahoma County today. Oklahoma City franchise owners Steve Dolan and Jay Feavel will be in attendance, as well as a number of key Domino's executives, including Doyle and Russell Weiner, president of Domino's USA.

"I was absolutely thrilled when I found out that our Oklahoma City location was going to be Domino's 12,000th store in the world," said Dolan. "I'm so proud to bring this milestone store to the Oklahoma City community."

Dolan and Feavel own 24 stores together throughout Colorado, Oklahoma and Wyoming. Both individuals began working at Domino's as delivery drivers in the early 1980s and worked their way up to become franchise owners. They are not alone – more than 90 percent of Domino's U.S. franchise owners began their career as part-time Domino's employees.

Domino's operates in more than 80 international markets and had global retail sales of more than \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. Domino's has opened more than 3,000 net stores around the globe since March 2010.

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 a global enterprise of more than 11,900 stores in over 80 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 second quarter of 2015, Domino's had global retail sales of nearly \$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 second 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 has recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV® and Pebble Watch, as well as Twitter and text message using a pizza emoji. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within traditional and e-commerce retail.

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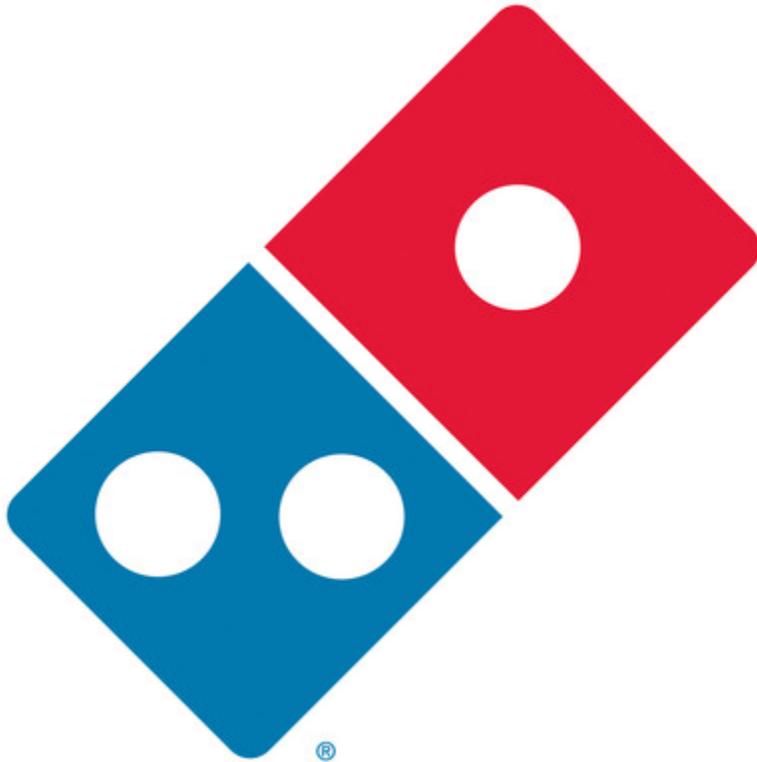


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