



Domino's® to Offer Weeklong Summertime Carryout Special

August 7, 2015

Carryout customers can order large two-topping pizzas for \$5.99 each

ANN ARBOR, Mich., Aug. 7, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** is offering carryout customers a special summertime deal: large two-topping pizzas for only \$5.99 each, valid Aug. 10 – 16.



"Now is a great time to take advantage of the carryout special, as summertime is winding down and kids are getting ready to go back to school," said Jenny Fouracre, Domino's spokesperson. "What better way to celebrate, or sulk, than by ordering hot, delicious pizza for only \$5.99? Plus, many Domino's stores have been converted to our new 'pizza theater' design, which is even more reason for customers to come into our locations, see our pizza makers at work and take advantage of this great deal."

More than 1,000 Domino's stores in the U.S. featured the new pizza theater design by the end of 2014. By the end of this year, approximately 1,000 more will be converted to or built with the pizza theater design.

Domino's pizza theater design features a number of elements otherwise unheard of when it comes to "traditional" Domino's stores. Highlights include a comfortable lobby, open-area viewing of the food preparation process and the ability to track carryout orders electronically on a lobby screen. The stores also feature chalkboards to allow customers to express their creativity or to leave feedback for the store team members.

Customers may take advantage of the \$5.99 carryout deal by ordering over the phone, in-store, at www.dominos.com, or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8® or Kindle Fire™. To find the nearest Domino's location, visit www.dominos.com.

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.

Order – www.dominos.com

Mobile – <http://mobile.dominos.com>Digital Info – anyware.dominos.comCompany Info – biz.dominos.comTwitter – <http://twitter.com/dominos>Facebook – <http://www.facebook.com/dominos>YouTube – <http://www.youtube.com/dominos>

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