



... And The (No) Hits Keep On Coming -- It's #DomiNoNo Day

August 13, 2015

Domino's to give away 20,000 free pizzas today and for every future no-hitter this season

ANN ARBOR, Mich., Aug. 13, 2015 /PRNewswire/ -- Last night, 34-year-old pitcher Hisashi Iwakuma made Mariners' history by throwing the fifth no-hitter in franchise history and the third ever by a Japanese pitcher. For MLB.com registered users, this no-hitter, the fourth of the 2015 MLB season, means 20,000 free pizzas from **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery.**



Beginning TODAY at 3 p.m. (EDT), the first 20,000 MLB.com registered users who visit MLB.com/dominos and log in will receive a free, two-topping medium Handmade Pan Pizza (redeemable for carryout orders only) when they order online from dominos.com. The Domino's DomiNoNo offer will be available for five consecutive days or until 20,000 codes are given away. The entire allotment of pizzas is typically claimed in just a few minutes, due to fans' excitement about the chance to get their free pizza in celebration of the no-hitter.

To continue the excitement around this great sports achievement, Domino's and MLB.com will give away 20,000 free pizzas for every future no-hitter for the remainder of the 2015 MLB regular season.

"Four no hitters in a season? Free pizza is the perfect way to celebrate," said Tim McIntyre, Domino's spokesperson. "The DomiNoNo partnership with MLB.com is a great way to continue giving baseball fans a delicious way to get in on the excitement."

To further spur baseball fans' enthusiasm when a no-hitter is in progress, the promotion will continue to leverage multiple digital platforms. When a no-hitter is in progress through the sixth inning of any game, fans will be encouraged to follow #DomiNoNo and @MLB on Twitter for up-to-the-moment game alerts, and watch live look-ins on MLB.com or the award-winning MLB.com At Bat mobile app.

Other diamond facts:

- Since 1901, there have been 242 no-hitters thrown, which is, on average, just more than two per season.
- There have been four no-hitters thrown in 2015 so far – two in June, one in July and one in August.

- The last season without a no-hitter was 2005.
- It would take 308 pizzas lined up to cover the distance around the bases of an MLB diamond, while the distance between the pitcher's mound and home plate is 52 pizzas.
- There's a Domino's within 4.5 miles of every MLB stadium, and more than half of those stores are within 1.5 miles.
- Domino's delivery experts drive about 1.4 million miles a day – that's more than 19 million trips around the base paths.

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.com

Company Info – biz.dominos.com

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

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

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

Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>

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