



## It's #DomiNoNo Day - Domino's to Give Away 20,000 Free Pizzas for the Sixth Time this Season

August 31, 2015

### **Domino's to offer free pizzas for every future no-hitter through the end of the season**

ANN ARBOR, Mich., Aug. 31, 2015 /PRNewswire/ -- Last night's no-hitter was the sixth in the 2015 Major League Baseball season, marking the third time in the last five seasons MLB pitchers have thrown at least six no-hitters. For MLB.com registered users, that no-hitter, thrown by Jake Arrieta, 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](http://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](http://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.

"We are so excited to have the opportunity to celebrate this season's sixth no-hitter with free pizza. After today, we will have given away 120,000 free pizzas this year!" 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](http://MLB.com) or the award-winning [MLB.com At Bat](http://MLB.com At Bat) mobile app.

Other diamond facts:

- Since 1901, there have been 244 no-hitters thrown, which is, on average, just more than two per season.
- There have been six no-hitters thrown in 2015 so far – two in June, one in July and three 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 basepaths.

#### 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](http://www.dominos.com)

Mobile – <http://mobile.dominos.com>

Digital Info – [anyware.dominos.com](http://anyware.dominos.com)

Company Info – [biz.dominos.com](http://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>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/its-dominono-day--dominos-to-give-away-20000-free-pizzas-for-the-sixth-time-this-season-300135306.html>

SOURCE Domino's Pizza

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