

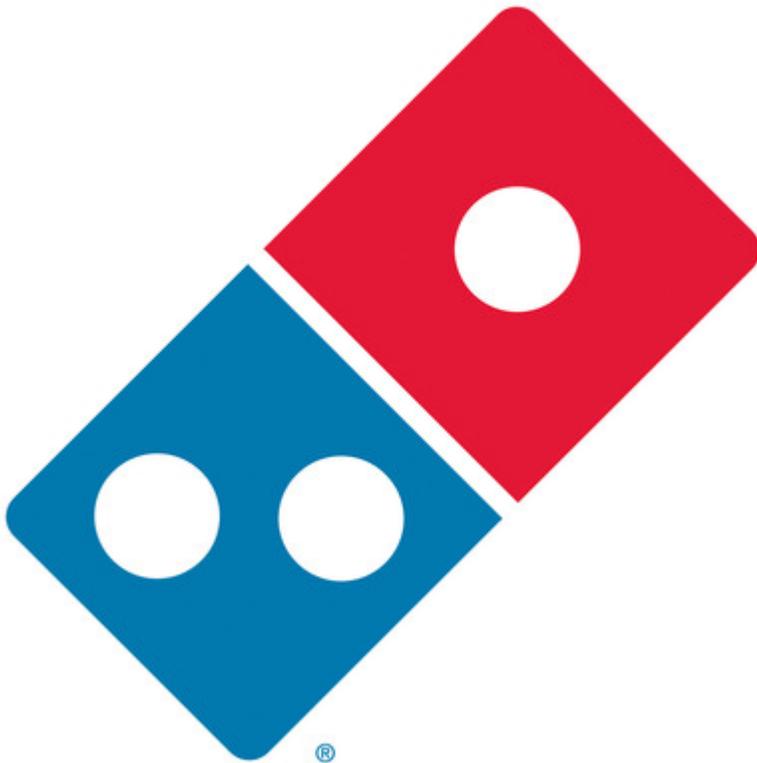


## Domino's® Introduces New Marbled Cookie Brownie

September 14, 2015

### Milk chocolate chunk cookie meets fudge brownie in one shareable dessert

ANN ARBOR, Mich., Sept. 14, 2015 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, loves to gather everyone together over a meal. Now, Domino's is bringing chocolate chunk cookie lovers and fudge brownie fans together. The new Marbled Cookie Brownie is an irresistibly warm and gooey dessert they can both enjoy and is available at Domino's locations around the country beginning today.



Marbled Cookie Brownie is baked in the oven and cut into nine pieces, making it the perfect shareable dessert for any occasion. Marbled Cookie Brownie is Domino's first new dessert since the launch of Chocolate Lava Crunch Cakes in 2009.

"Marbled Cookie Brownie is the best of both worlds," said Joe Jordan, Domino's chief marketing officer. "With warm milk chocolate chunks and fudge brownie in every bite, Marbled Cookie Brownie is sure to satisfy any sweet tooth, and it makes for one delicious ending to any meal."

The new Marbled Cookie Brownie will now be available as part of Domino's \$5.99 mix and match deal. With over 80 percent of the items on the menu new since 2008, the Marble Cookie Brownie is the latest example of Domino's delivering variety at a great price.

### 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>

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