



Domino's® Doesn't Have Pumpkin Spice Pizza, but It Does Have BOGO

September 18, 2015

Buy one pizza get one free offer available to carryout customers who order online

ANN ARBOR, Mich., Sept. 18, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is getting in on the autumn action. No, Domino's doesn't have pumpkin spice pizza, but we do have a tasty BOGO offer. **The recognized world leader in pizza delivery** is kicking off the fall season with a buy one menu-priced pizza, get one free deal for carryout customers who order online from Sept. 21 – 27.



"Seeing summer come to an end can be bittersweet, but Domino's hopes to make it a little more exciting by offering carryout customers a free pizza when they order any menu-priced pizza online," said Jenny Fouracre, Domino's spokeswoman. "What better way to celebrate the beginning of fall than by getting two pizzas for the price of one?"

Carryout customers may take advantage of the BOGO deal by ordering online at www.dominos.com or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8® and Kindle Fire™. The free pizza must be less than or equal to the value of the purchased pizza.

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.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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