

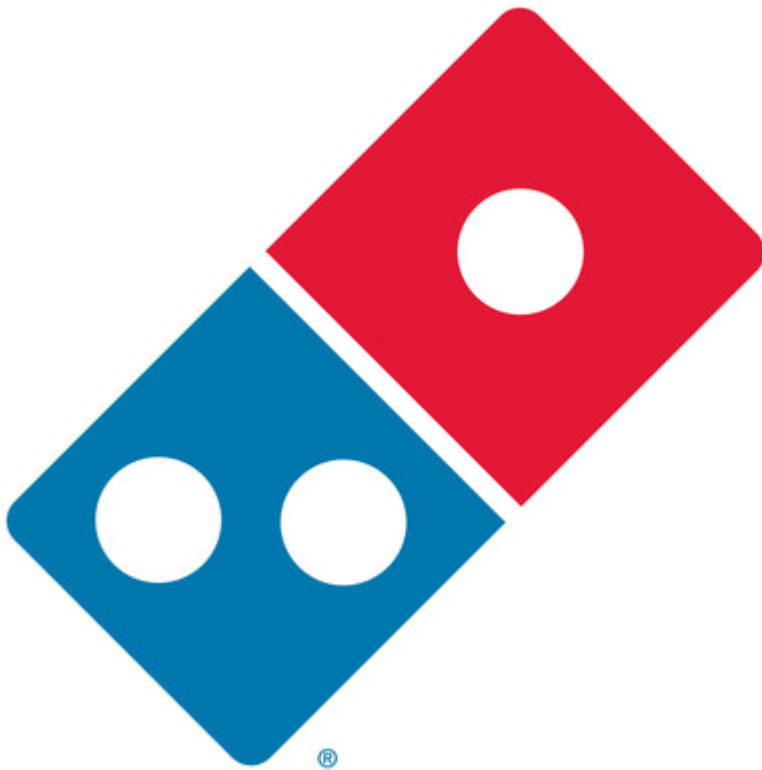


Domino's® to Deliver Fire Safety Messages with the National Fire Protection Association during Fire Prevention Week

September 29, 2015

Participating stores may deliver free pizza to customers who have functioning smoke alarms

ANN ARBOR, Mich., Sept. 29, 2015 /PRNewswire/ -- For the eighth consecutive year, **Domino's Pizza (NYSE: DPZ)**, the **recognized world leader in pizza delivery**, and the National Fire Protection Association (NFPA) are teaming up to deliver fire safety messages to homes across the nation.



During Fire Prevention Week (Oct. 4 – 10), participating Domino's stores throughout the U.S. will reinforce this year's campaign theme, "Hear the Beep Where You Sleep: Every Bedroom Needs a Working Smoke Alarm," on top of pizza boxes. The fliers will include fire safety facts and tips, such as educating customers about the importance of having a smoke alarm in every bedroom.

Customers who order from participating Domino's stores throughout the U.S. in October may also be surprised when their delivery arrives aboard a fire engine. If the smoke alarms in the home are working, the pizza is free. If the smoke alarms are not working, the firefighters will replace the batteries or install fully-functioning detectors.

"Half of all home fire deaths result from fires reported between 11 p.m. and 7 a.m., when people are most likely to be asleep," said Judy Comoletti, NFPA's divisional manager of public education. "That's why having a working smoke alarm in every bedroom is so important. In the event of a fire, working smoke alarms give people the time needed to escape safely."

Having a working smoke alarm cuts the risk of dying in a home fire in half. However, two-thirds of U.S. home fire deaths occur in homes with no smoke alarms or no working smoke alarms.

"Domino's stores across the country look forward to teaming up with their local fire departments and NFPA every year, as the Fire

Prevention Week program is a great way to educate customers about fire safety," said Jenny Fouracre, Domino's spokeswoman. "The program is a fun and exciting way to reinforce the importance of having working smoke alarms."

Fire Safety Tips from Domino's and NFPA

- Install a smoke alarm in every bedroom, outside each sleeping area and on every level of your home, including the basement. (Larger homes may need more alarms.)
- Test your smoke alarms monthly to make sure they're working.
- Replace all smoke alarms in your home every 10 years.
- Create a home fire escape plan that includes two ways out of each room and a meeting place outside in front of the home.
- Practice your plan with all members of your household.
- Learn the emergency number for your fire department.
- If the smoke alarm sounds, get outside and stay outside. Call the fire department from outside the home using a cell or neighbor's phone.

About the National Fire Protection Association (NFPA)

Founded in 1896, NFPA is a global, nonprofit organization devoted to eliminating death, injury, property and economic loss due to fire, electrical and related hazards. The association delivers information and knowledge through more than 300 consensus codes and standards, research, training, education, outreach and advocacy; and by partnering with others who share an interest in furthering the NFPA mission. For more information, visit www.nfpa.org. All NFPA codes and standards can be viewed online for free at www.nfpa.org/freeaccess.

About Fire Prevention Week

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit www.firepreventionweek.org for more safety information.

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 12,100 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 third quarter of 2015, Domino's had global retail sales of over \$2.1 billion, comprised of over \$1.0 billion in the U.S. and over \$1.1 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the third 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>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/dominos-to-deliver-fire-safety-messages-with-the-national-fire-protection-association-during-fire-prevention-week-300150071.html>

SOURCE Domino's Pizza

Media Relations Contact: Dani Bulger, 734-930-3546, dani.bulger@dominos.com