

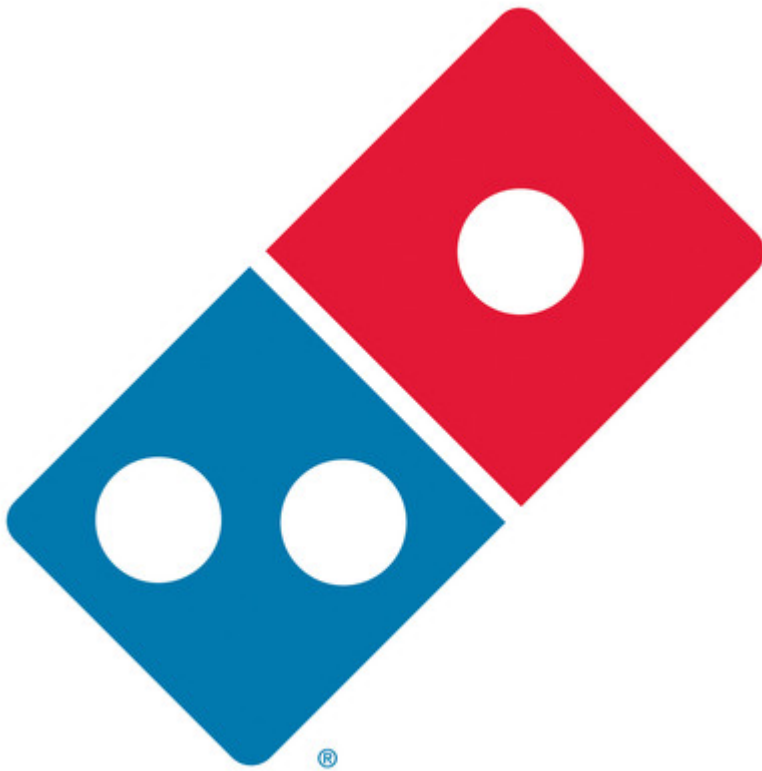


## Domino's® Opens First Store in Belarus

November 12, 2015

### Sixth new international market to open this year

ANN ARBOR, Mich., Nov. 12, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** continues its global momentum as **the recognized world leader in pizza delivery** by opening its first store in Belarus. The residents of the capital city of Minsk will now be able to experience hot, freshly-baked pizza delivered to their doorstep by a recognized global brand.



"I am so proud of the team that helped bring the global Domino's brand to Belarus," said Ryhor Bazhenau, CEO for DPEU Franchising, the franchisee for the brand in Belarus. "Now people in our local neighborhoods can experience the quality, delicious pizzas enjoyed by Domino's fans around the world, as we work to become the leading pizza delivery restaurant in Belarus."

The first store is located at 25 Sharangovicha St. in Minsk. The new pizza theater store features an open concept design, allowing customers to watch their pizzas being made and baked, bringing the art and fun of pizza making to the forefront. The management team is focused on bringing great products, excellent customer service and prompt delivery to the citizens of Belarus.

"We've had a great year opening new markets in 2015," said Ritch Allison, president of Domino's Pizza International. "We are building beautiful new pizza theater stores in countries all over the world and attracting new customers to our dynamic brand. We are pleased to bring this experience to the people of Minsk."

With six new markets opened in 2015, in both developed and emerging economies, Domino's continues to be among the fastest growing American QSR chains in terms of international store count.

#### 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](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>

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