



Domino's® Launches 50 Percent Off Pizza Deal on Black Friday

November 27, 2015

Offer available on menu-priced pizza orders placed through Domino's digital ordering channels

ANN ARBOR, Mich., Nov. 27, 2015 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is offering 50 percent off all menu-priced pizza orders placed online for 10 days straight – its longest stretch yet. **The recognized world leader in pizza delivery** is offering the deal today through Sunday, Dec. 6.



"We're excited to bring back and extend our 50 percent off pizza offer so that both Black Friday and Cyber Monday shoppers can take advantage of it," said Jenny Fouracre, Domino's spokeswoman. "Shopping for great deals can be exhausting, but getting one at Domino's doesn't have to be. Customers can easily place their orders through a variety of digital ordering options."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's digital ordering channels which include Domino's website (www.dominos.com), and the iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps.

"Nearly 50 percent of Domino's sales in the U.S. are placed through digital channels," Fouracre said. "We hope customers who haven't experienced the convenience of digital ordering yet try it with this great deal."

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

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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SOURCE Domino's Pizza

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