



## Domino's® Adds Amazon Echo Ordering Capability in Time for Big Game

February 3, 2016

### Football fans can ask Alexa to place and track their order for game day

ANN ARBOR, Mich., Feb. 3, 2016 /PRNewswire/ -- Football players aren't the only ones who are preparing for the big Feb. 7 game. **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering platforms**, is bringing its fan-favorite *Domino's Tracker*® and ordering capabilities to Amazon Echo, just in time for one of the company's busiest delivery days of the year.



As the Denver and North Carolina football teams get ready for their biggest Sunday of the season, Domino's expects to sell more than 12 million pizza slices nationwide on game day – about five times more than on a typical Sunday. And now, Domino's customers can track any order, as well as place their most recent order or Easy Order, using Amazon Echo.

"Ordering via Amazon Echo marks Domino's eighth platform in the suite of AnyWare technology," said Dennis Maloney, Domino's vice president and chief digital officer. "We want to continue making ordering pizza as convenient as possible, and this is no exception. Customers can order from anywhere they are, including from the comfort of their couch while watching Sunday's football game."

"The magic of ordering pizza without lifting a finger and just using your voice is now a reality with Alexa and Domino's," said Rob Pulciani, director, Amazon Alexa. "We've made it easy for companies like Domino's to use the Alexa Skills Kit to create more natural, intuitive ways for customers to interact with their services."

In order to place an Easy Order or most recent order, customers must enable the Domino's skill within the Amazon Alexa app by linking their account to their Domino's Pizza Profile. To simply track their order, Domino's customers must enter the phone number associated with the order and Alexa will provide its current status.

"Domino's is the first in the pizza and quick-service restaurant industries to have an Amazon Alexa skill," said Maloney. "We're extremely proud to be the only restaurant company in the U.S. that gives customers the ability to order via emoji, Twitter, text, smart TV and now Amazon Echo."

### Domino's Game Day Fun Facts

- Football's final Sunday is one of the busiest delivery days of the year for Domino's in the U.S.
- Domino's expects to sell more than 4 million chicken wings nationwide on game day.
- On football Sunday, in the U.S. alone, Domino's delivery drivers will cover the equivalent of more than 700 round trips from Denver to Charlotte – more than a 25-percent increase over a typical Sunday.
- Over the years, Domino's stores have seen sales tend to increase when the game is close and viewers are glued to their TVs.
- While both Denver and Charlotte's Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.
- During last year's game, Domino's delivered enough pizzas to stretch across more than 4,200 football fields.

#### 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)

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>

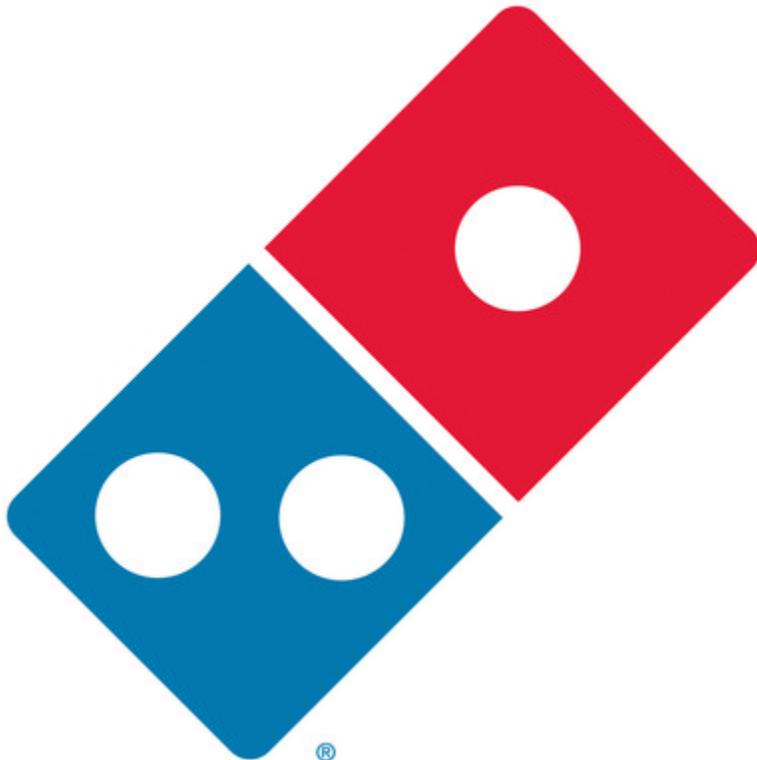


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