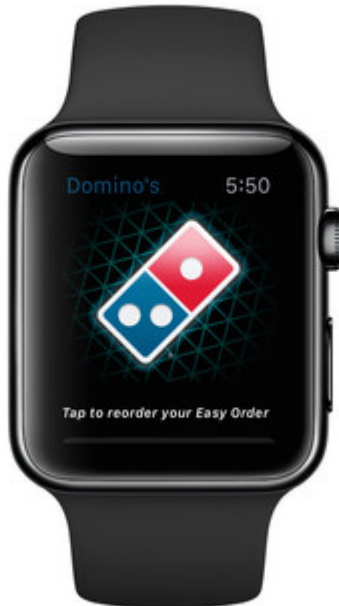




Apple Watch Marks Domino's® Newest Way to Order

February 17, 2016

ANN ARBOR, Mich., Feb. 17, 2016 /PRNewswire/ -- Domino's (NYSE: DPZ) now has yet another way for customers to place their Easy Order™: via Apple Watch. **The recognized world leader in pizza delivery and digital ordering platforms** is adding Apple Watch to its lineup of ordering capabilities beginning today.



"Ordering via Apple Watch is the latest addition to a growing list of technology that customers can use to place and track their Easy Order from anywhere, at any time, using any device they want," said Dennis Maloney, Domino's vice president – chief digital officer. "Apple Watch marks Domino's ninth platform in the suite of AnyWare™ technology."

Domino's is the first national pizza company in the U.S. to launch ordering capabilities via Apple Watch. In January, Domino's U.K. announced that its customers could use its Easy Order app for Apple Watch.

To order via Apple Watch, Domino's customers must have a Pizza Profile with a saved Easy Order. Customers can also use the fan-favorite *Domino's Tracker*® to track the status of their order, from the moment it is placed to when it goes out on delivery or is ready for carryout, on Apple Watch.

To experience Domino's on Apple Watch, simply download Domino's ordering app for iOS from the [App Store](#) and turn on "Show App on Apple Watch" in your watch's app settings.

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>



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