



Domino's® Sails into Summer with a 50 Percent Off Online Pizza Deal

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ANN ARBOR, Mich., July 11, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is merging two customer favorites, pizza and summer, into one great deal! Domino's is celebrating the season by offering 50 percent off all menu-priced pizza orders placed online for an entire week, beginning today and running through Sunday, July 17.



"Summer is a great time of the year for picnics, family gatherings and pool parties," said Jenny Fouracre, Domino's spokesperson. "Domino's is adding even more fun to those summer festivities by giving customers half off pizza when they use Domino's digital ordering channels."

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), as well as the iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps. Domino's is the **recognized world leader in pizza delivery and digital ordering platforms.**

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 12,600 stores in over 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015, with more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the first quarter of 2016, Domino's had global retail sales of over \$2.3 billion, with over \$1.1 billion in the U.S. and nearly \$1.2 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the first quarter of 2016. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and an estimated \$4.7 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and recently introduced several innovative ordering

platforms, including Ford SYNC®, Samsung Smart TV®, Apple Watch and Amazon Echo, as well as Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as its first digital customer loyalty program.

Order – [dominos.com](https://www.dominos.com)

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

Instagram – instagram.com/dominos

YouTube – youtube.com/dominos

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SOURCE Domino's Pizza

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