



Domino's® Extends Carryout Deal All Week Long; Celebrates with Paybacks

July 18, 2016

Large three-topping carryout pizzas are now \$7.99 every day

ANN ARBOR, Mich., July 18, 2016 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is spreading the love by extending its Monday through Thursday \$7.99 carryout deal all week long. Starting this week, Domino's customers can carry out a large three-topping pizza for \$7.99, all day, every day.



To spread even more pizza love, customers can visit pizzapayback.com for a chance to win an assortment of prizes.

"Some people may have paid a little more for their carryout pizza in the past, and that's not right. We're fixing it by extending this great offer, so that everyone can enjoy a good price on a carryout pizza any day of the week," said Joe Jordan, Domino's chief marketing officer. "We think the chance of winning an ultimate pizza party, free pizza for a year or even a Noid gift box is the kind of payback our customers will appreciate."

Customers can enter for a chance to win a prize – ranging from free pizza and hats, to a miniature, 3-D printed model DXP and other Domino's themed prizes – from now until October. A second chance to win will run from October through December. Did Domino's really make things right with some fun pizza paybacks? Oh yes we did!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 48 CONTIGUOUS U.S. (and D.C.), 13 YEARS AND OLDER. VOID IN AK, HI, & WHERE PROHIBITED. Sweepstakes ends 11:59 p.m. ET 12/31/16. For Official Rules, prize descriptions and odds disclosure, visit www.pizzapayback.com. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

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

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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