



Domino's® Launches Salads Nationwide

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Largest national pizza chain with salads in every store - offering more choices for everyone

ANN ARBOR, Mich., Aug. 15, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ) the recognized world leader in pizza delivery**, is bringing pizza and salad lovers to the same table. Domino's is now delivering salads nationwide, because sometimes, there's that one person who only wants a salad on pizza night.



"Now everybody can be happy on pizza night," said Joe Jordan, chief marketing officer at Domino's. "There's no shame in wanting salad when everyone else wants pizza, especially now that Domino's has found a perfect way to offer even more options for customers across the country. The new Chicken Apple Pecan option might even lure a few pizza lovers over to the salad side!"

The prepackaged salads are now available in three varieties: Classic Garden, Chicken Caesar and the new Chicken Apple Pecan. Domino's has teamed up with fresh foods innovator Ready Pac Foods, so that stores nationwide can deliver a delicious salad option to customers looking to keep everyone happy, making Domino's the largest national pizza chain to deliver salads.

"We are thrilled that our salads are now available for Domino's customers in every store," said Tristan Simpson, chief marketing officer at Ready Pac Foods. "Everyone who loves pizza night can now breathe a deep sigh of relief, and enjoy Domino's Classic Garden Salad with that slice of pizza."

Domino's salads are now available for \$5.99 each when you pair them with any of Domino's mix and match menu items, which also include medium two-topping pizzas, Specialty Chicken, eight-piece chicken (wings or boneless), Stuffed Cheesy Breads, sandwiches, pastas and Marbled Cookie Brownie. With all this choice, no one can veto pizza night.

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 12,900 stores in over 80 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 second quarter of 2016, Domino's had global retail sales of over \$2.4 billion, with nearly \$1.2 billion in the U.S. and over \$1.2 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the second 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 Zero-click Ordering, 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

About Ready Pac Foods

Home of the original Bistro Bowl® complete meal salad, Southern California-based Ready Pac Foods has been giving people the freedom to eat healthier for more than 45 years as a premier producer of convenience fresh foods and fresh cut produce. With processing facilities throughout the United States, Ready Pac Foods manufactures a complete range of products featuring fresh produce and protein under the company's Bistro®, Ready Snax®, Cool Cuts® and elevAte™ brands. Offerings include fresh-cut salads, fruits, vegetables, snacking and complete meals distributed where consumers buy groceries and in restaurant chains across North America. For more information, visit www.readypac.com.



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