

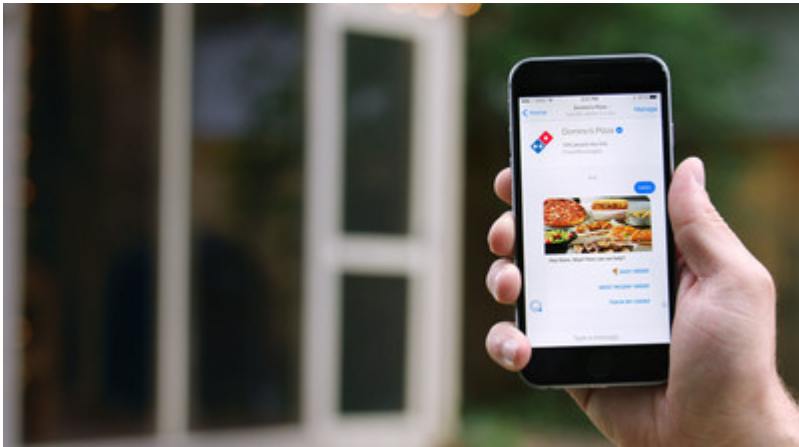


Domino's® Launches Messenger Ordering in the U.S.

September 15, 2016

Bot technology added to the list of AnyWare™ ordering platforms

ANN ARBOR, Mich., Sept. 15, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering platforms**, is now giving customers yet another way to order: via Facebook Messenger, using bot technology.



Beginning today, Domino's customers across the nation who have a Pizza Profile can place their most recent order or Easy Order via Messenger. The same Domino's in-house team that brought U.S. customers zero-click ordering, as well as ordering via Amazon Echo and Apple Watch, also developed Domino's new ordering bot.

"We know that customers spend a great deal of time messaging, so we knew the next place we needed to add ordering was via Messenger," said Dennis Maloney, Domino's vice president - chief digital officer. "Messenger allows customers to order conversationally with the help of Domino's bot. We hope this new option will continue to make ordering as simple and as convenient as possible."

Domino's customers can place or track an order by clicking the message button on Domino's Facebook page, using <https://www.messenger.com/t/dominos/> or by searching for "Domino's" within Messenger. This will send customers to an ordering welcome screen. From there, customers can use a pizza emoji to start their Easy Order, or tap "Recent Order," "Easy Order" or "Track" to begin.

Customers can find more information about Messenger ordering at anyware.dominos.com, along with details on all of the AnyWare ordering platforms, including emoji, Twitter, text, smart TV, Amazon Echo and more.

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

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