



## Domino's® Celebrates National Pepperoni Pizza Day with Weeklong BOGO Offer

September 19, 2016

**Carryout customers will receive a free pizza when they order one at menu-price online**

ANN ARBOR, Mich., Sept. 19, 2016 /PRNewswire/ -- National Pepperoni Pizza Day is Sept. 20 and **Domino's Pizza (NYSE: DPZ)** is celebrating with a weeklong BOGO deal. **The recognized world leader in pizza delivery** is offering a buy one menu-priced pizza, get one free deal for carryout customers who order online from Sept. 19-25.



"Why have just one pizza when you can carry out two for the same price?" said Jenny Fouracre, Domino's spokeswoman. "Domino's is giving customers a great deal all week long in honor of National Pepperoni Pizza Day."

Carryout customers may take advantage of the BOGO deal by ordering online at [www.dominos.com](http://www.dominos.com) or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone® and Kindle Fire™. The free pizza must be less than or equal to the value of the purchased pizza.

To find the nearest Domino's location, visit [www.dominos.com](http://www.dominos.com).

### **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](https://www.dominos.com)

AnyWare Ordering – [anyware.dominos.com](https://anyware.dominos.com)

Company Info – [biz.dominos.com](https://biz.dominos.com)

Twitter – [twitter.com/dominos](https://twitter.com/dominos)

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