

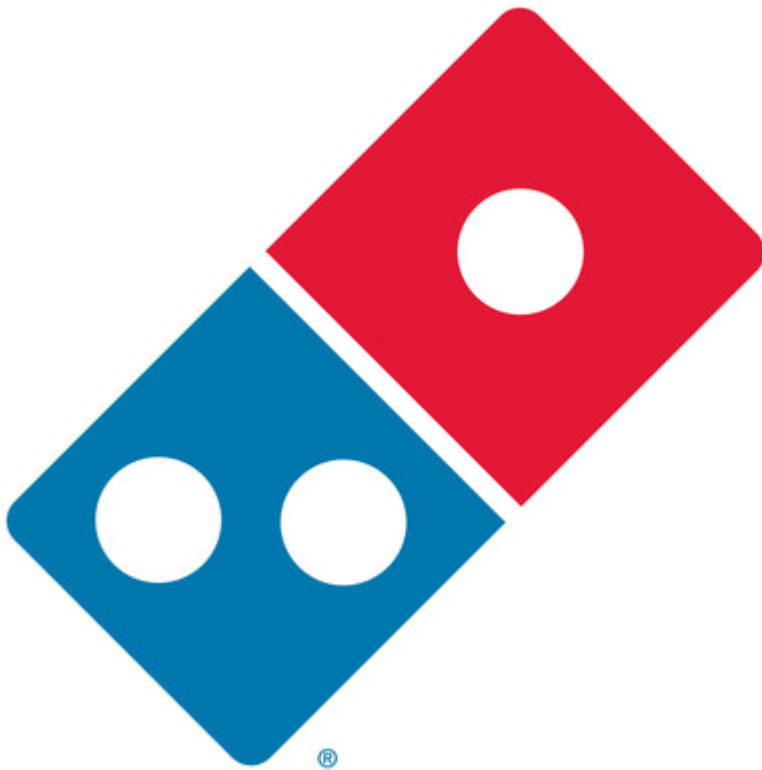


Domino's® Celebrates National Pepperoni Pizza Day with Weeklong BOGO Offer

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 or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8 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.

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

Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>

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SOURCE Domino's Pizza

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