



## Domino's® to Deliver Fire Safety Messages with the National Fire Protection Association during Fire Prevention Week

October 3, 2016

**Participating stores may deliver free pizza to customers who have functioning smoke alarms**

ANN ARBOR, Mich., Oct. 3, 2016 /PRNewswire/ -- For the ninth consecutive year, **Domino's Pizza (NYSE: DPZ)**, the **recognized world leader in pizza delivery**, and the National Fire Protection Association (NFPA) are teaming up to deliver fire safety messages to homes across the nation.



During Fire Prevention Week (Oct. 9-15), participating Domino's stores throughout the U.S. will reinforce this year's campaign theme, "Don't Wait – Check the Date! Replace Smoke Alarms Every 10 Years," on top of pizza boxes. The fliers will include fire safety facts and tips, such as educating customers about the importance of checking the manufacture date on the back of smoke alarms and replacing them when they are 10 years old.

Customers who order from participating Domino's stores throughout the U.S. during Fire Prevention Week may also be surprised when their delivery arrives aboard a fire engine. If the smoke alarms in the home are working, the pizza is free. If the smoke alarms are not working, the firefighters will replace the batteries or install fully-functioning detectors.

"Three out of five home fire deaths result from fires in homes with no smoke alarms or no working smoke alarms," said Judy Comoletti, NFPA's divisional manager of public education. "That's why checking the manufacture date on the back of smoke alarms and testing them monthly are so important. Working smoke alarms give people the time needed to escape safely."

According to the NFPA, having a working smoke alarm cuts the risk of dying in a home fire in half.

"The Fire Prevention Week program is a great way to educate customers about fire safety," said Jenny Fouracre, Domino's

spokeswoman. "Every year, Domino's stores across the country look forward to teaming up with their local fire departments and NFPA to spread fire safety messages in a fun and exciting way."

### **Fire Safety Tips from Domino's and NFPA**

- Install a smoke alarm in every bedroom, outside each sleeping area and on every level of your home, including the basement. (Larger homes may need more alarms.)
- Half of all home fire deaths result from fires reported between 11 p.m. and 7 a.m., when most people are asleep.
- Test your smoke alarms monthly to make sure they're working.
- Create a home fire escape plan that includes two ways out of each room and a meeting place outside in front of the home.
- Practice your plan with all members of your household twice a year.
- Learn the emergency number for your fire department.
- If the smoke alarm sounds, get outside and stay outside. Call the fire department from outside the home using a cell or neighbor's phone.

### **About the National Fire Protection Association (NFPA)**

Founded in 1896, NFPA is a global, nonprofit organization devoted to eliminating death, injury, property and economic loss due to fire, electrical and related hazards. The association delivers information and knowledge through more than 300 consensus codes and standards, research, training, education, outreach and advocacy; and by partnering with others who share an interest in furthering the NFPA mission. For more information, visit [www.nfpa.org](http://www.nfpa.org). All NFPA codes and standards can be viewed online for free at [www.nfpa.org/freeaccess](http://www.nfpa.org/freeaccess).

### **About Fire Prevention Week**

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit [www.firepreventionweek.org](http://www.firepreventionweek.org) for more safety information.

### **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.

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Danielle Bulger, 734-930-3546, [dani.bulger@dominos.com](mailto:dani.bulger@dominos.com)