

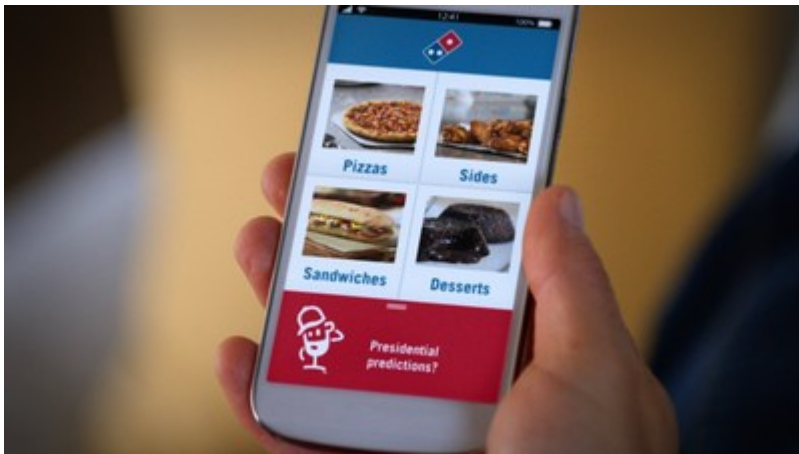


Domino's® Presidential Election Prediction? Pizza Wins!

October 10, 2016

If only voting could be as simple as ordering pizza ...

ANN ARBOR, Mich., Oct. 10, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering platforms**, wants to encourage everyone to vote on Nov. 8. After performing your civic duty, reward yourself with dinner while watching the results of this historic election. Democrat, Republican, Independent ... the results are anyone's guess.



But one choice is far more assured – pizza wins in a landslide every election season. Historically, presidential election nights bring in double-digit order increases over the average Tuesday as Americans watch results come in from across the country.

"We know that it's not just busy newsrooms ordering pizza on election night, though they do submit some pretty impressive orders," said Joe Jordan, Domino's chief marketing officer. "While pizza isn't on any ballots, it sure seems to have the hearts and minds of many Americans on election night."

Domino's has been having some fun of its own this election season with a light-hearted, election-themed ad that features Dom – the Domino's-themed voice ordering assistant. Pizza-focused presidential predictions aren't off the table, so Dom makes his own: pizza sales will be higher than approval ratings. The ad has been airing during high-profile programming where conversations around the election are taking place, and while plans for election-night pizzas might already be underway.

No matter when Americans want to talk pizza and politics, Domino's makes ordering pizza easy. Customers can go online, use a smartphone app or one of Domino's AnyWare ordering platforms, including Twitter, text, smartwatch, Messenger, smart TV, Amazon Echo and more. Calling the store still works, too!

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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SOURCE Domino's Pizza

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