



## Domino's® 50 Percent Off Pizza Black Friday Deal is Back!

November 25, 2016

**Menu-priced pizzas ordered online are half off for 10 glorious days**

ANN ARBOR, Mich., Nov. 25, 2016 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is pleased to once again offer 50 percent off all menu-priced pizza orders placed online from Nov. 25 through Dec. 4. **The recognized world leader in pizza delivery** knows that Black Friday, Cyber Monday and the days that follow are a busy time for holiday-focused customers.



"Some people say it's the most wonderful time of the year. Maybe that's because they are looking forward to 10 days of half-off digital pizza orders at Domino's," said Jenny Fouracre, Domino's spokeswoman. "With 50 percent of orders coming through digital avenues, we know that time-crunched shoppers will appreciate the convenience of this deal."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's online ordering channels which include Domino's website ([dominos.com](http://dominos.com)), as well as Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire®.

### **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 13,200 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 third quarter of 2016, Domino's had global retail sales of nearly \$2.5 billion, with over \$1.2 billion in the U.S. and nearly \$1.3 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the third quarter of 2016. Emphasis on technology innovation helped Domino's reach an estimated \$4.7 billion annually in global digital sales at the end of 2015, and has produced several innovative ordering platforms including

Facebook Messenger, Samsung Smart TV®, Apple Watch, Amazon Echo, 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 Piece of the Pie Rewards™, 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)

Facebook – [facebook.com/dominos](https://facebook.com/dominos)

Instagram – [instagram.com/dominos](https://instagram.com/dominos)

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Media Relations - Jenny Fouracre, 734-930-3620 (Office), [jenny.fouracre@dominos.com](mailto:jenny.fouracre@dominos.com)