



## Domino's® Puts the Ball in Customers' Court with a BOGO Offer

March 13, 2017

### Weeklong deal coincides with the start of college basketball's biggest month

ANN ARBOR, Mich., March 13, 2017 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is kicking off college basketball's biggest month by offering a buy one menu-priced pizza, get one free deal for carryout customers who order online today through March 19.



"We wanted to give college basketball fans a special deal as they're gathering around the TV to watch the first week of tournament games," said Jenny Fouracre, Domino's spokesperson. "Now basketball fans can carry out two pizzas for the price of one when they use Domino's digital ordering channels."

College basketball's tournament month is a busy time for Domino's, especially near the end of it. Domino's sold more than 2 million pizzas during the 2016 semifinals and championship game night combined – enough to give 31 pizzas to each person attending the final game in Phoenix this year.

"While college basketball teams across the country compete for a spot in the finals, Domino's team members are preparing in their own way," said Fouracre. "It takes training, focus and hustle to handle the game day rush and Domino's store team members are gearing up to make great-tasting pizzas even faster than they normally do."

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 8® and Kindle Fire™. The free pizza must be of equal or lesser value than the purchased pizza.

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

### Fun Facts – Domino's and Basketball

- During the 2016 college basketball tournament, Domino's produced enough dough to match the weight of more than 17 million basketballs.

- It takes 69 Domino's pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's pizza boxes to cover a 4,600-square-foot basketball court.

#### **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 13,800 stores in over 85 markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the fourth quarter of 2016, Domino's had global retail sales of nearly \$3.6 billion, with over \$1.7 billion in the U.S. and over \$1.8 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the fourth quarter of 2016. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms including Google Home, Facebook Messenger, 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](http://dominos.com)

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

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