

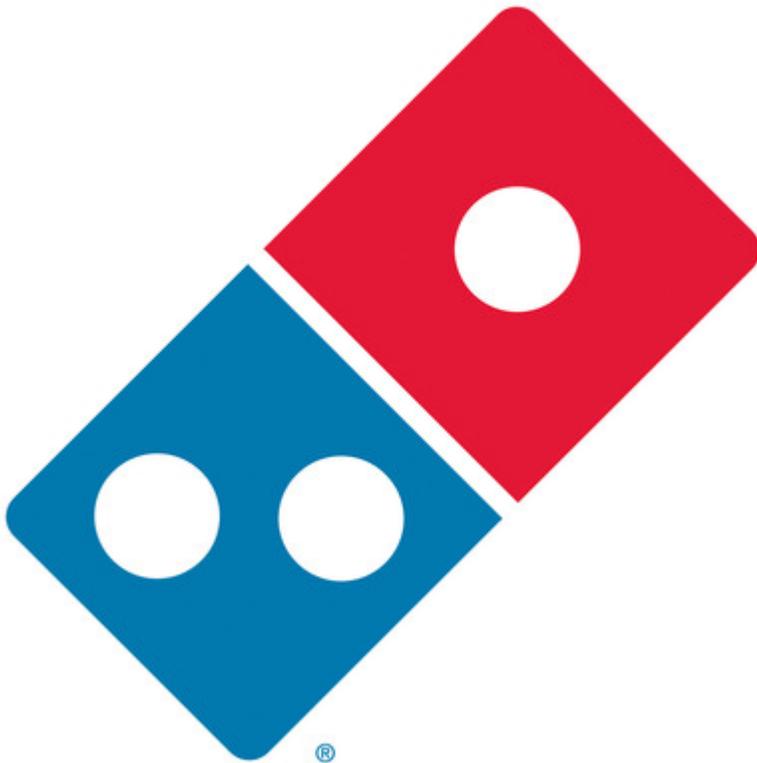


Domino's® Launches First-Ever Loyalty Member Appreciation Week

April 10, 2017

Domino's thanks its loyal members with double the points

ANN ARBOR, Mich., April 10, 2017 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is giving its Piece of the Pie Rewards members a special perk this week only: double the points on every online order of \$10 or more placed today through April 16.



"We wanted to do something that we've never done before for our Piece of the Pie Rewards members," said Russell Weiner, president of Domino's USA. "Domino's has grown the program to include millions of members since it launched in 2015. As a way to celebrate and thank them, we are giving them twice the amount of loyalty points this week only."

Piece of the Pie Rewards members will receive 20 points for every online order of \$10 or more placed this week only (only one order per day is valid). Once customers earn 60 points, they can redeem them online for a free medium two-topping pizza. Rewards members can track their past purchases, earned points and redeemed points via their Pizza Profile.

Customers who aren't enrolled in Domino's Piece of the Pie Rewards® program can enroll this week and receive double the points on any qualifying order. Those who are interested in the program can sign up at 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 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](https://www.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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