

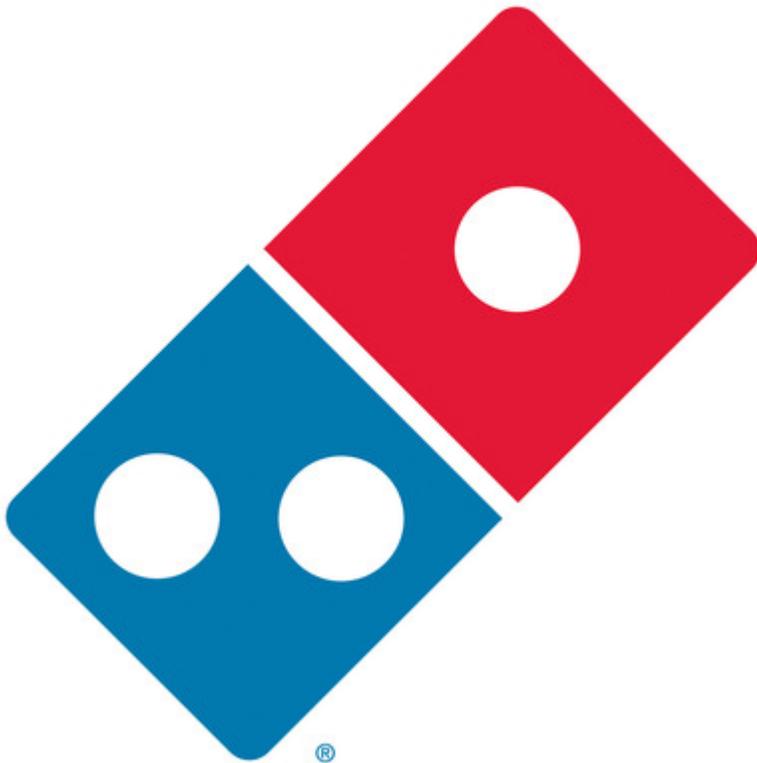


Domino's® Opens First Store in Slovakia

September 25, 2017

The Domino's delivery experience now available in Bratislava

ANN ARBOR, Mich., Sept. 25, 2017 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is continuing its global momentum as **the recognized world leader in pizza delivery** by opening its first store in Slovakia. The residents of the capital city of Bratislava will now be able to experience hot, freshly-baked pizza delivered to their doorstep by Domino's.



Daufood, the master franchisee for Domino's Slovakia, has opened the store in cooperation with its local franchisee APIM Gastro, which is led by Ivan and Mario Apostolov. The new two-story pizza theater store features an open concept design, allowing customers to watch their pizzas being made and baked, bringing the art and fun of pizza making to the forefront. The management team is focused on bringing great products, excellent customer service and prompt delivery. Residents in the city will be able to order their pizzas online and even get deliveries by electric bikes.

"Our global store growth momentum means that we're opening many beautiful new stores worldwide and attracting new customers to our dynamic brand. We're excited that customers in Bratislava can now experience the quality, delicious pizzas enjoyed by Domino's fans around the world," said Ritch Allison, president of Domino's International.

Domino's now operates in more than 85 markets worldwide, with more than half of its global retail sales coming from international stores.

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 14,200 stores in over 85 international 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 second quarter of 2017, Domino's had global retail sales of more than \$2.7 billion, with over \$1.3 billion in the U.S. and nearly \$1.4 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 2017. 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.

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Please visit our Investor Relations website at biz.dominos.com to view a schedule of upcoming earnings releases, significant announcements and conference webcasts.

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