

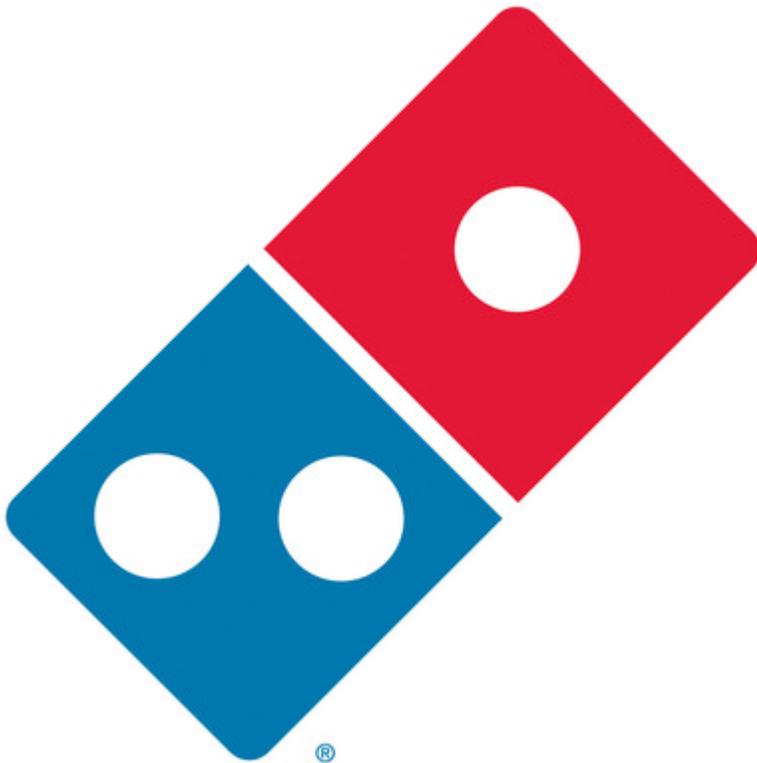


Domino's® BOGO Deal is Back

September 18, 2017

Carryout customers can kick off the first week of fall with a buy one pizza, get one free deal

ANN ARBOR, Mich., Sept. 18, 2017 /PRNewswire/ -- Domino's BOGO deal is back, just in time for the first week of fall. **Domino's (NYSE: DPZ), the recognized world leader in pizza delivery**, is offering a buy one menu-priced pizza, get one free deal for carryout customers who order online today through Sept. 24.



"Some people celebrate the first week of fall by putting up festive décor; some celebrate by eating and drinking anything pumpkin spice, but here at Domino's, we celebrate by giving our carryout customers two pizzas for the price of one," said Jenny Fouracre, Domino's spokeswoman. "We hope customers take advantage of this delicious deal."

Carryout customers may take advantage of the BOGO deal by ordering online at www.dominos.com or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8® and Kindle Fire™. The free pizza must be less than or equal to the value of the purchased pizza.

To find the nearest Domino's location, visit www.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 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.

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

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

View original content with multimedia: <http://www.prnewswire.com/news-releases/dominos-bogo-deal-is-back-300520796.html>

SOURCE Domino's Pizza

Jenny Fouracre, 734-930-3620, jenny.fouracre@dominos.com