



Special Delivery: Domino's® Launches Baby Registry

November 29, 2017

Introducing a baby registry for pizza-loving parents

ANN ARBOR, Mich., Nov. 29, 2017 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is preparing for another great delivery. Starting today, **the recognized world leader in pizza delivery** is sending out birth announcements for its latest labor of love – a baby registry powered by Gugu Guru. Parents-to-be can create their own registry at dominosbabyregistry.com.



"There's nothing more exciting – and exhausting – than welcoming a new member to the family," said Meenakshi Nagarajan, Domino's director of digital marketing. "From baby showers to the big delivery, our baby registry makes it easy to enjoy pizza during the exciting events leading up to the baby's arrival and thereafter."

After creating and customizing their registry, parents can choose from a variety of gift card themes to use before and after their little ones' arrival. For instance, customers can shower expectant moms and dads with the gift of pizza at their gender reveal party, or allow them savor one last bite before baby. All gifts will be delivered to the parents-to-be as Domino's eGift cards.

"Earlier this year we introduced Domino's wedding registry, which was extremely well-received by our customers," said Nagarajan. "Introducing a baby registry was a natural progression. In fact, our baby registry is making its debut exactly nine months later."

One lucky person will win free pizza for a year and several other pizza-themed gifts such as onesies, leggings, moccasins, and mugs from Gugu Guru by entering on their blog or via the widget displayed on the Gugu Guru Facebook page.

Once registrants select their gifts, they can share their wish list with family and friends on social media or with a unique URL.

Know pizza-loving parents who aren't registered? You can still give them a gift! Find more information about Domino's baby registry at dominosbabyregistry.com.

Open to legal residents of USA who are 18 years or older. Void where prohibited or restricted by law. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. Ends 12/29/17. To enter and for Official Rules, visit <http://blog.guguguru.com/dominos>.

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 14,400 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 third quarter of 2017, Domino's had global retail sales of more than \$2.8 billion, with nearly \$1.4 billion in the U.S. and over \$1.4 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 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 2017, as part of an industry-first collaboration with Ford Motor Company, Domino's began a meaningful test of delivery using self-driving vehicles.

Order – 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 news, announcements, earnings releases and conference webcasts.

About Gugu Guru

Launched in April of 2015, Gugu Guru is the first and only universal baby registry to deliver free, unbiased and highly personalized product recommendations for expectant and new parents based on their answers to a fun style and lifestyle quiz.



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SOURCE Domino's Pizza

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