



## Domino's Winning Game Day Strategy Includes 15 Digital Ordering Options

February 1, 2018

**Customers can score loyalty points for any online, phone or in-store order of \$10 or more**

ANN ARBOR, Mich., Feb. 1, 2018 /PRNewswire/ -- Game day is coming, and **Domino's Pizza (NYSE: DPZ)**, the recognized world leader in **pizza delivery and digital ordering platforms**, has your food plan covered. With 15 different digital ways to order, along with a wide variety of products and more than 34 million possible pizza combinations, Domino's has the key players for a winning game day spread.



"Whether its via online, our iPhone app, Android app or any of our AnyWare ordering platforms, one thing is for sure: Domino's makes planning and ordering your game day feast simple," said Dennis Maloney, Domino's senior vice president and chief digital officer.

Customers can place their order via any of the following AnyWare platforms: Google Home, Amazon Alexa, Slack, Messenger, zero-click app, text, tweet, Ford SYNC, Samsung Smart TV, voice ordering with Dom and smartwatches.

"Domino's makes ordering convenient for our customers, especially on the biggest football Sunday of the season," said Maloney. "Whether you're throwing a large party or just having a few friends over, Domino's has an ordering option for everyone to make sure hunger doesn't win."

Choosing the easiest ordering option isn't the only way customers can score big on game day. Those who are enrolled in Domino's Piece of the Pie Rewards® program can earn points simply by placing an order. Loyalty members will receive 10 points for any order of \$10 or more that they place online, by phone or in-store.

### Domino's Game Day Fun Facts

- Domino's expects to sell more than 13 million pizza slices and 4 million chicken wings nationwide on game day – about 30 percent more pizza slices than on a typical Sunday.
- The biggest football Sunday of the year is one of Domino's top five busiest delivery days of the year in the U.S.
- On football Sunday, in the U.S. alone, Domino's delivery drivers will cover the equivalent of about 4,000 round trips from Philadelphia to Boston – a 23-percent increase over a typical Sunday.
- While Domino's stores throughout Philadelphia and New England will see high sales at the beginning of the game, the city or region of the winning team will likely see higher sales at the end of the night.

- During last year's game, Domino's sold enough pizzas to stretch across about 5,000 football fields.

#### **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](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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