



Domino's® and the National Fire Protection Association to Deliver Fire Safety Messages to Homes Across the Country

March 7, 2018

Domino's to remind customers to change smoke alarm batteries when they change their clocks

ANN ARBOR, Mich., March 7, 2018 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)**, the largest pizza company in the world based on global retail sales, is teaming up with the National Fire Protection Association (NFPA) for the 11th year in a row to deliver a special message to customers this daylight saving time: remember to change your smoke alarm batteries when you change your clocks.



To help spread the message, participating Domino's stores will deliver flyers with fire safety tips on top of pizza boxes to customers throughout March.

"Domino's reaches thousands of people through carryout and delivery orders on a daily basis, and we want to use that opportunity to share fire safety tips with families across the country," said Jenny Fouracre, Domino's spokesperson. "Daylight saving time is a great opportunity to remember to change your smoke alarm batteries after you set your clocks ahead. This is a small act, but an easy one that can help save lives."

On average, three out of five home fire deaths occur in homes with no smoke alarms or no working smoke alarms, according to the NFPA. Having working smoke alarms reduces the risk of dying in a fire by 50 percent.

"Working smoke alarms can make the difference between life and death in a home fire," said Lorraine Carli, NFPA's vice president of outreach and advocacy. "That's why it's so important to make sure they're working properly. We applaud Domino's for their efforts to remind the public about replacing the batteries in their smoke alarms and helping to ensure that they're adequately protected in the event of a home fire."

FireSafety Tips from Domino's and NFPA

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- Test alarms monthly by pushing the test button.

- Replace all smoke alarms when they are 10 years old.
- Replace any smoke alarm that does not respond when tested, even if it's less than 10 years old.
- Develop and practice a home escape plan with all members of your household.
- Close doors behind you as you leave – this may slow the spread of smoke, heat and fire.
- Once you get outside, stay outside. Never go back inside a burning building.

[About the National Fire Protection Association \(NFPA\)](#)

Founded in 1896, NFPA is a global, nonprofit organization devoted to eliminating death, injury, property and economic loss due to fire, electrical and related hazards. The association delivers information and knowledge through more than 300 consensus codes and standards, research, training, education, outreach and advocacy; and by partnering with others who share an interest in furthering the NFPA mission. For more information, visit www.nfpa.org. All NFPA codes and standards can be viewed online for free at www.nfpa.org/freeaccess.

[About Domino's Pizza®](#)

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 14,800 stores in over 85 markets. Domino's had global retail sales of over \$12.2 billion in 2017, with more than \$5.9 billion in the U.S. and more than \$6.3 billion internationally. In the fourth quarter of 2017, Domino's had global retail sales of nearly \$4.0 billion, with nearly \$1.9 billion in the U.S. and over \$2.1 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 2017. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2017 from digital channels, primarily online ordering and mobile applications. In the U.S., Domino's generates over 60% of sales via digital channels 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

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SOURCE Domino's Pizza

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