



## Domino's® Customers Can Score Big with Carryout BOGO Offer

March 12, 2018

**Weeklong deal matches up with the beginning of college basketball's biggest month**

ANN ARBOR, Mich., March 12, 2018 /PRNewswire/ -- **Domino's Pizza**(NYSE: DPZ), **the recognized world leader in pizza delivery and digital ordering platforms**, is kicking off college basketball's biggest month by offering a buy one menu-priced pizza, get one free deal for carryout customers who order online today through March 18.



"The first week of tournament games has officially begun, and we wanted to give basketball fans a special deal as they're gathering around the TV," said Jenny Fouracre, Domino's spokesperson. "Fans can take advantage of two carryout pizzas for the price of one when they order on any of Domino's digital ordering channels."

College basketball's tournament month is a busy time for Domino's, especially near the end of it. Domino's sold more than 2 million pizzas during the 2017 semifinals and championship game night combined – enough to give more than 27 pizzas to each person attending the final game in San Antonio this year.

"Basketball teams aren't the only ones preparing for a spot in the finals," said Fouracre. "Domino's team members and stores across the country are gearing up in their own way to handle the game day rush. It takes training, focus and hustle to make great-tasting pizzas during these busy days."

Carryout customers may take advantage of the BOGO deal by ordering online at [www.dominos.com](http://www.dominos.com), via Amazon Alexa, Slack, Facebook Messenger, voice ordering with Dom or any of Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8®, and Kindle Fire™. The free pizza must be of equal or lesser value than the purchased pizza.

To find the nearest Domino's location, visit [www.dominos.com](http://www.dominos.com).

## Fun Facts – Domino's and Basketball

- During the 2017 college basketball tournament, Domino's produced enough dough to match the weight of more than 19 million basketballs.
- It takes 69 Domino's pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's pizza boxes to cover a 4,600-square-foot basketball court.

## 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](https://www.dominos.com)

AnyWare Ordering – [anyware.dominos.com](https://anyware.dominos.com)

Company Info – [biz.dominos.com](https://biz.dominos.com)

Twitter – [twitter.com/dominos](https://twitter.com/dominos)

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