



Domino's® Celebrates Summer with 50 Percent Off Deal

July 9, 2018

Menu-priced pizzas ordered online are half off July 9-15

ANN ARBOR, Mich., July 9, 2018 /PRNewswire/ -- Summer doesn't last forever, and neither will Domino's 50 percent off deal. Customers can take advantage of both though, as **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, is offering 50 percent off all menu-priced pizzas ordered online today through July 15.



"There's no better way to celebrate summer than by enjoying a warm, delicious pizza at the beach, by the pool, at a picnic or wherever your favorite summer spot may be!" said Jenny Fouracre, Domino's spokeswoman. "What makes it even more satisfying is that pizzas are half off, this week only."

The 50 percent off deal is only available on menu-priced pizzas ordered through any of Domino's online ordering channels which include Domino's website (dominos.com), as well as Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire®. Not at home? Not a problem! Customers who are ordering delivery to a Domino's Hotspot may also take advantage of the 50 percent off menu-priced pizza deal.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on global 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 nearly 15,000 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 first quarter of 2018, Domino's had global retail sales of over \$3.1 billion, with over \$1.5 billion in the U.S. and over \$1.6 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the first quarter of 2018. 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

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

Instagram – instagram.com/dominos

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