



Domino's® to Celebrate Pepperoni Pizza Day with Weeklong Carryout Special

September 17, 2018

Large two-topping carryout pizzas are \$5.99 each Sept. 17-23

ANN ARBOR, Mich., Sept. 17, 2018 /PRNewswire/ -- **Domino's (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, is celebrating National Pepperoni Pizza Day by giving customers a special deal: large two-topping carryout pizzas for \$5.99 each today through Sept. 23.



"National Pepperoni Pizza Day is on Sept. 20 and it only seemed fitting to celebrate it all week long by offering pizza lovers a great deal," said Jenny Fouracre, Domino's spokesperson. "Maybe you prefer only pepperoni on your pizza, or maybe you like a couple of toppings – either way, all carryout customers can take advantage of this delicious offer."

The weeklong \$5.99 carryout deal is valid when customers order over the phone, in-store, at [dominos.com](https://www.dominos.com), or via Domino's mobile ordering apps. To find the nearest Domino's location, visit [dominos.com](https://www.dominos.com).

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 over 15,100 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 second quarter of 2018, Domino's had global retail sales of nearly \$3.1 billion, with nearly \$1.5 billion in the U.S. and nearly \$1.6 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the second 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, Domino's began an industry-first test of self-driving vehicle delivery with Ford Motor Company – and in April 2018, launched Domino's HotSpots™, featuring over 200,000 non-traditional delivery locations including parks, beaches, local landmarks and other unique gathering spots.

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

YouTube – youtube.com/dominos

Please visit our Investor Relations website at biz.dominos.com to view news, announcements, earnings releases and conference webcasts.

 View original content to download multimedia: <http://www.prnewswire.com/news-releases/dominos-to-celebrate-pepperoni-pizza-day-with-weeklong-carryout-special-300712466.html>

SOURCE Domino's Pizza

Jenny Fouracre, Domino's, 734-930-3620, jenny.fouracre@dominos.com