



## Domino's® Partners with the National Fire Protection Association to Deliver Fire Safety Messages

October 1, 2018

**Participating stores may deliver free pizza to customers who have functioning smoke alarms**

ANN ARBOR, Mich., Oct. 1, 2018 /PRNewswire/ -- For the 11th consecutive year, **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, and the National Fire Protection Association (NFPA) are teaming up to deliver fire safety messages to homes across the country.



During Fire Prevention Week (Oct. 7-13), participating Domino's stores throughout the U.S. will reinforce this year's campaign theme, "Look. Listen. Learn. Be aware. Fire can happen anywhere™," with flyers on top of pizza boxes. The flyers will include important fire safety tips, such as steps that customers can take to reduce the chances of having a fire.

Customers who order from participating Domino's stores throughout the U.S. during Fire Prevention Week may also be surprised when their delivery arrives aboard a fire engine. If the smoke alarms in the home are working, the pizza is free. If the smoke alarms are not working, the firefighters will replace the batteries or install fully-functioning alarms.

"The Fire Prevention Week program is a great way to educate customers about fire safety," said Jenny Fouracre, Domino's spokeswoman. "Every year, Domino's stores across the country look forward to teaming up with their local fire departments and the NFPA to spread fire safety messages in a fun and exciting way."

NFPA statistics show that the number of U.S. home fires has been steadily declining over the past few decades. However, the death rate per 1,000 home fires that are reported to fire departments was 10 percent higher in 2016 than in 1980.

"These numbers show that while we've made significant progress in teaching people how to prevent fires from happening, there's

still much more work to do in terms of educating the public about how to protect themselves in the event of one," said Lorraine Carli, NFPA's vice president of outreach and advocacy. "We hope to help spread these life-saving messages through our continued partnership with Domino's."

### **Fire Safety Tips from Domino's and NFPA**

- Learn two ways out of every room.
- Make a home escape plan. Draw a map of your home, showing all doors and windows. Discuss the plan with everyone in your home.
- Practice a home fire drill twice a year.
- Teach children how to escape on their own in case you can't help them.
- 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](http://www.nfpa.org). All NFPA codes and standards can be viewed online for free at [www.nfpa.org/freeaccess](http://www.nfpa.org/freeaccess).

### **About Fire Prevention Week**

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit [www.firepreventionweek.org](http://www.firepreventionweek.org) for more safety information.

### **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.

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Danielle Bulger, 734-930-3546, dani.bulger@dominos.com