



Domino's® Offers Back-to-School Deal: 50% Off Pizza

August 26, 2019

Menu-priced pizzas ordered online are half off Aug. 26-Sept. 1

ANN ARBOR, Mich., Aug. 26, 2019 /PRNewswire/ -- Is back-to-school madness stressing you out? Stress no more – **Domino's Pizza (NYSE: DPZ)** has your dinner plans covered. **The largest pizza company in the world based on global retail sales** announced today that Domino's stores nationwide are offering 50% off menu-priced pizzas ordered online Aug. 26-Sept. 1.



"It's back-to-school season, which means there is a lot to do in a short amount of time," said Jenny Fouracre, Domino's spokeswoman. "Between buying school supplies, clothes and dealing with schedule changes, there is little time for much else, but Domino's wanted to make one thing easy: planning dinner. Not only is pizza night perfect for those busy days, but now, it's also half off when you order online."

The 50% 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](https://www.dominos.com)), as well as Domino's ordering apps for iPad®, iPhone®, Android™ and Kindle Fire®.

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 16,300 stores in over 85 markets. Domino's had global retail sales of over \$13.5 billion in 2018, with nearly \$6.6 billion in the U.S. and more than \$6.9 billion internationally. In the second quarter of 2019, Domino's had global retail sales of over \$3.2 billion, with over \$1.6 billion in the U.S. and over \$1.6 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the second quarter of 2019. Emphasis on technology innovation helped Domino's

achieve more than half of all global retail sales in 2018 from digital channels. In the U.S., Domino's generates over 65% of sales via digital channels and has developed several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo and Twitter – as well as Domino's Hotspots[®], an ordering platform featuring over 200,000 unique, non-traditional delivery locations. In late 2017, Domino's began an industry-first test of self-driving vehicle delivery, and in June 2019 announced a partnership with Nuro, furthering its exploration and testing of autonomous pizza delivery.

Order – [dominos.com](https://www.dominos.com)

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com


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SOURCE Domino's Pizza

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