

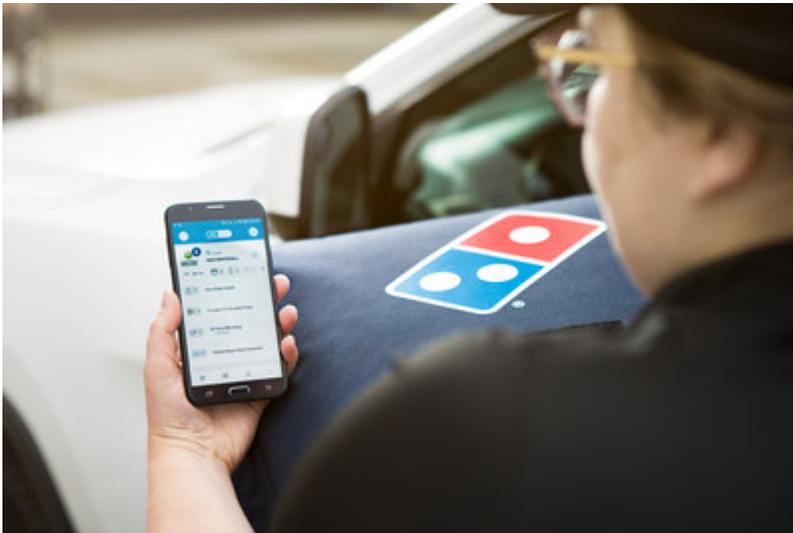


Domino's® GPS Delivery Tracking Technology Expanding into Stores Across the U.S.

December 9, 2019

Customers, delivery experts and store managers can benefit from the new GPS technology

ANN ARBOR, Mich., Dec. 9, 2019 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, tested its new GPS delivery tracking technology for much of 2019 and the results were clear – everyone loved it! Domino's stores across the U.S. are now adding this new technology and by the end of 2019 roughly a quarter of locations nationwide will have it in place. A significant portion of the remaining stores are expected to have the GPS delivery tracking technology available in 2020.



Customers who order from stores that have GPS delivery tracking capabilities will be able to see the location of their order and delivery expert on an interactive map found on their order confirmation page. After customers order, they will receive an estimated delivery time and can opt into text notifications that let them know when their order is on its way, when it's about two minutes away and when it has arrived.

"We know that customers love Domino's Tracker® and the ability to monitor their orders in the store. Now they will also be able to watch their orders on the way to their house with our delivery tracker," said Dennis Maloney, Domino's senior vice president and chief digital officer. "Customers are not the only ones who love the technology – store managers and delivery experts do as well because of the transparency it provides and how it improves the delivery experience for everyone."

The operational benefits of the GPS delivery tracking technology allow store managers to view where their delivery experts are out on the road, making in-store logistics easier to manage. Delivery experts using the technology can benefit from optional navigation, one-touch customer callback capabilities and customers who are better prepared to meet them when they arrive.

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 16,500 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 third 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 third 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 those developed for 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.

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