



Domino's® Launches Homemade Film Festival Contest

July 27, 2020

Make a home movie showcasing your love of Domino's for the chance to win free pizza for a year

ANN ARBOR, Mich., July 27, 2020 /PRNewswire/ -- Love Domino's? Want free pizza for a year? Going stir-crazy at home? Fear not – **Domino's Pizza, Inc. (NYSE: DPZ)** has the perfect solution for a fun-filled day. Customers can now compete in Domino's Homemade Film Festival contest by submitting a home movie that showcases their love of Domino's for the chance to win free pizza for a year.



"Millions of Americans are spending more time than ever at home and looking for activities to entertain their families," said Kate Trumbull, Domino's vice president of advertising. "What better way to have a fun day than to make a home movie and possibly win free pizza for a year because of it? Domino's might even use some of the submissions in a future TV commercial!"

Domino's Homemade Film Festival is accepting videos through Aug. 21 at www.DominosFilmFest.com. Customers can visit this site to vote for their favorite home movie between Sept. 7-11. On Sept. 18, Domino's will announce the grand prize winner who will receive free pizza for a year in the form of \$1,560 in Domino's eGift cards. The second-place winner will receive a \$500 Domino's eGift card, while third place will receive a \$200 eGift card.

Domino's Homemade Film Festival was inspired by the [brand's latest lo-fi TV spot](#), which was filmed with an iPhone.

For a complete list of requirements and to read about some inspirational filming ideas, such as showcasing how you eagerly wait for your Domino's delivery, visit www.DominosFilmFest.com.

NO PURCHASE NECESSARY. Submission Period ends 8/21/20 at 3:00 pm ET. Open to legal residents of the 50 U.S./D.C., who are at least 18 years of age at time of entry. Minor Entrants should obtain parent/guardian permission to participate. See Official Rules for full details. <https://rules.creativezing.com/DominosFilmFest>.

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 17,100 stores in over 90 markets. Domino's had global retail sales of over \$14.3 billion in 2019, with over \$7.0 billion in the U.S. and nearly \$7.3 billion internationally. In the second quarter of 2020, Domino's had global retail sales of over \$3.4 billion, with over \$1.9 billion in the U.S. and over \$1.5 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the end of the second quarter of 2020. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2019 from digital channels, primarily online ordering and mobile applications. 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 June 2019, through an announced partnership with Nuro, Domino's furthered its exploration and testing of autonomous pizza delivery. In late 2019, Domino's opened the Domino's Innovation Garage adjacent to its headquarters in Ann Arbor, Michigan to fuel continued technology and operational innovation – while also launching its GPS technology, allowing customers to follow the progress of the delivery driver from store to doorstep. In mid-2020, Domino's launched a brand-new way to order contactless carryout nationwide via Domino's Carside Delivery™, which customers can choose when placing a prepaid online order.

Order – 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, investor presentations and conference webcasts.



View original content to download multimedia: <http://www.prnewswire.com/news-releases/dominos-launches-homemade-film-festival-contest-301099527.html>

SOURCE Domino's Pizza, Inc.

Media Relations Contact: Jenny Fouracre, (313) 300-6822, Jenny.Fouracre@dominos.com