



Now You Can Order Domino's® Pizza ... With Your Mind

May 16, 2022

Domino's teams up with Netflix to launch first-of-its-kind mind ordering app, prior to the season four premiere of 'Stranger Things'

ANN ARBOR, Mich., May 16, 2022 /PRNewswire/ -- What if you could order pizza with your mind? Now you can, thanks to Domino's new mind ordering app. **Domino's Pizza Inc. (NYSE:DPZ), the largest pizza company in the world**, is teaming up with Netflix to introduce the latest strange thing to come out of Hawkins National Lab.



Domino's mind ordering app is a new immersive experience which places "test subjects" inside Hawkins National Lab in Hawkins, Indiana – transporting them to the center of "Stranger Things" in 1986. Users can explore the lab, uncover Easter eggs, use their telekinetic powers to gain control of certain objects and place a Domino's Easy Order. How? Domino's mind ordering app uses facial recognition and eye-tracking technology to allow test subjects to use their "powers" to order pizza by making certain facial expressions and head movements.

"Is mind ordering real? At Domino's – it absolutely is," said Kate Trumbull, Domino's senior vice president of brand and product innovation. "Domino's customers and 'Stranger Things' fans can now channel their inner Eleven by using telekinetic powers to order pizza with their mind."

To place an order using Domino's mind ordering app, test subjects must have a Pizza Profile with an existing saved Easy Order. Don't have a Domino's Easy Order? No problem! Test subjects can choose to explore Hawkins National Lab for fun, without placing an order.

"We're geeked to launch this first-of-its-kind mind ordering app, just in time for the premiere of 'Stranger Things' new season," said Trumbull. "Now hungry customers and 'Stranger Things' fans across the U.S. will get a taste of what it's like to be Eleven, and they may find some hidden surprises along the way, such as the Noid or Demogorgon."

How did Domino's mind ordering app come about? Scientists at Hawkins National Lab made a mind-bending discovery, and things didn't go exactly as planned. Watch "Stranger Things" characters Dustin (Gaten Matarazzo) and Lucas (Caleb McLaughlin) witness a series of events that led to Domino's mind ordering app at dominosmindordering.com.

Domino's new mind ordering app is available for download from the App Store or on Google Play. Have a taste for pizza and nostalgia? Domino's is rolling out a retro 1980s pizza box for medium and large pizzas (excluding Handmade Pan pizzas) for a limited time at stores across the U.S., while supplies last. Season four of "Stranger Things" premieres on Netflix on May 27 (volume one) and July 1 (volume two).

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world, 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 19,000 stores in over 90 markets. Domino's had global retail sales of nearly \$17.8 billion in 2021, with over \$8.6 billion in the U.S. and over \$9.1 billion internationally. In the first quarter of 2022, Domino's had global retail sales of over \$4.0 billion, with over \$1.9 billion in the U.S. and nearly \$2.1 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the end of the first quarter in 2022. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2021 from digital channels. In the U.S., Domino's generated more than 75% of U.S. retail sales in 2021 via digital channels and has developed several innovative ordering platforms, including those for Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and more. In 2019, Domino's announced a partnership with Nuro to further its exploration and testing of autonomous pizza delivery. In mid-2020, Domino's launched a 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
Company Info – biz.dominos.com
Media Assets – media.dominos.com

About Netflix

Netflix is the world's leading streaming entertainment service with 222 million paid memberships in over 190 countries enjoying TV series, documentaries, feature films and mobile games across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.



View original content to download multimedia: <https://www.prnewswire.com/news-releases/how-you-can-order-dominos-pizza--with-your-mind-301546622.html>

SOURCE Domino's Pizza, Inc.

Danielle Bulger, 734-604-9902, dani.bulger@dominos.com