



## Domino's® is Giving Basketball Fans a Slam Dunk of a Deal

March 18, 2024

*Menu-priced pizzas ordered online are 50% off from March 18-24*

ANN ARBOR, Mich., March 18, 2024 /PRNewswire/ -- **Domino's Pizza Inc.** (NYSE: DPZ), **the largest pizza company in the world**, is celebrating college basketball's biggest month by offering customers 50% off all menu-priced pizzas ordered online today through March 24.



"Domino's is making an assist to customers for a slam dunk of a deal," said Christopher Thomas-Moore, Domino's senior vice president – chief digital officer. "What's better than enjoying delicious pizza while cheering on your favorite team? Enjoying delicious pizza when it's half off!"

The 50% off deal is available on menu-priced pizzas ordered through Domino's online ordering channels, which include [www.dominos.com](http://www.dominos.com) and Domino's mobile app.

### Fun Facts – Domino's and Basketball

- Domino's sold more than 3 million pizzas during the men's 2023 national semifinals and championship game nights combined – enough to give more than 45 pizzas to each person attending the final game in Arizona this year.
- During the 2023 men's and women's college basketball tournaments, Domino's produced enough dough to match the weight of more than 22 million basketballs.
- It takes 69 Domino's pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's pizza boxes to cover a 4,600-square-foot basketball court.

### 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 20,500 stores in over 90 markets. Domino's had global retail sales of nearly \$18.3 billion in 2023. Its system is comprised of independent franchise owners who accounted for 99% of Domino's stores as of the end of fiscal 2023. In the U.S., Domino's generated more than 85% of U.S. retail sales in 2023 via digital channels and has developed several innovative ordering platforms including seven unique ways to order Domino's. In 2023, Domino's launched Pinpoint Delivery, a new technology that allows customers to receive a delivery nearly anywhere, including places like parks, baseball fields and beaches.

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

Company Info – [biz.dominos.com](https://biz.dominos.com)

Media Assets – [media.dominos.com](https://media.dominos.com)



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Danielle Bulger, 734-604-9902, [dani.bulger@dominos.com](mailto:dani.bulger@dominos.com)