



Domino's Spreads the Love, Celebrates \$1 Billion in Online Sales With its Customers

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Domino's extends a sweet, free online offer this Valentine's Day

ANN ARBOR, Mich., Feb 10, 2010 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is spreading the love on Valentine's Day with a one-day offer celebrating the recent success of Domino's Online Ordering and mobile systems, which have reached a landmark milestone, bringing in \$1 billion in online sales.

Domino's Online Ordering was also a big player in last Sunday's football game, taking in more than 160,000 orders on Domino's biggest day of the year. Just before kickoff customers were logging on at a rate of more than 1,000 orders per minute.

To celebrate the billion-dollar achievement, Domino's will be rewarding customers who order online February 14 by offering a FREE order of Chocolate Lava Crunch Cakes to anyone who enters the promotional code "HUG" at checkout.

"We are thrilled with how our innovative online ordering system has been doing since day one, and we owe that success to our customers," said Russell Weiner, Chief Marketing Officer. "It's clear after \$1 billion in sales online that consumers are taking full advantage of the convenience and efficiency of our online ordering process, and we want to thank them for that."

To receive one FREE 2-piece order of Chocolate Lava Crunch Cakes with an online purchase at Dominos.com customers must enter coupon code "HUG" into the coupon code field. This offer is valid with an online purchase, for delivery, at participating stores while supplies last.

Customers taking advantage of the offer will also be able to experience a new feature of the Domino's online Pizza Tracker, which now offers much more than just the ability to follow the status of their pizza order. Through a recent partnership with Games That Give, customers can play online games such as *Brick Breaking*, *Mini Golf* and many more -- with charitable proceeds from Domino's going to the United Way.

"Valentine's Day should be a day full of warm and fuzzy feelings," said Weiner. "We see it as a great time to say thanks to our many fans of Domino's Online Ordering."

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 8,886 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion internationally. During the third quarter of 2009, the Domino's Pizza(R) brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2009, Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI). Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta, and kicked off 2010 with the debut of their 'Inspired New Pizza' - a permanent change to their core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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