



Domino's Pizza Celebrates First Ever Global Domino's Day on Facebook

December 5, 2011

Nineteen countries to offer 50 percent off deal to celebrate company's anniversary

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, is celebrating its worldwide presence by throwing a global pizza party. On Dec. 8, customers in 19 countries will be able to join the international party with Domino's by receiving an offer for 50 percent off any menu-priced pizza ordered online through a specialized Facebook tab.

Domino's, which celebrates its 51st birthday this week, has stores in more than 70 international markets. Those interested in joining the fun on Global Domino's Day should visit their country's Domino's Pizza Facebook page to see if it's participating. If so, fans simply like the page and follow the instructions to join the party and take advantage of the 50 percent off deal. The event is open to anyone with a Facebook account in participating countries.

"Domino's is proud of our global presence, and we greatly appreciate our customers around the world," said Dennis Maloney, Domino's Pizza vice president of multimedia marketing. "We're excited to be able to unite our five million Domino's Pizza Facebook fans, representing 19 different countries, with the same special offer."

While on the tab, Facebook users will be able to see how many fans have joined as the party circles the globe, much like New Year's Eve. The event will launch for Japanese customers at 7 a.m. PST on Dec. 7, with the party continuing until the U.S. places the last orders at 11:59 p.m. PST on Dec. 8. Domino's is also encouraging fans to join in the fun on Twitter using #GlobalDominosDay.

"We couldn't think of a better way to celebrate Domino's anniversary week than to give a gift back to our customers around the world," Maloney said.

About Domino's Pizza®

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." As of the third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

Order - www.dominos.com

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Info - www.dominosbiz.com

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