



Domino's Pizza® Finalizes Landmark Sponsorship of Sunday's Big Event, Official Announcement Set for Friday

January 27, 2014

Hall of Fame Quarterback Jim Kelly to help unveil partnership prior to Feb. 2 event, which will include free Handmade Pan Pizza for everyone in attendance

ANN ARBOR, Mich., Jan. 27, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, has finalized a momentous sponsorship tied to Sunday's annual event. The details will be announced Friday, with a little help from someone who knows a thing or two about making the right calls in the face of the Northeast's unpredictable weather conditions.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>)

Hall of Fame quarterback Jim Kelly will help Domino's unveil the unprecedented sponsorship – one that directly ties in with Sunday's tradition that, year-in and year-out, captivates those around the world who follow the action – as well as celebrate, or lament, the outcome.

"I am very excited to be a part of this, and to help Domino's get the word out about the sponsorship announcement on Friday," said Kelly. "Living and working in the Northeast all my life, I know firsthand the importance of braving the elements to perform at a high level – something that Domino's team members all over the world and I have in common."

Regardless of the many questions surrounding Sunday, including which group of fans will be joyful in the end and which ones may be saying 'there's always next year' – Domino's promises one thing: to do what it does best, regardless of the elements, and provide free Handmade Pan Pizza to everyone in attendance.

"We are so excited to announce this landmark sponsorship on Friday," said Russell Weiner, Domino's Pizza chief marketing officer. "We are as intrigued as the rest of the world for the big event, and once the outcome is decided, we are committed to making sure everyone in attendance gets the chance to enjoy a free Handmade Pan Pizza."

Now through Friday, Domino's will conduct a series of daily sweepstakes on its Facebook page where Kelly will pose a question each day pertaining to Sunday. Fans who participate will have the chance to win one of 100 Domino's gift cards given away daily.

"This event is close to my heart and home, and I'm thrilled to be teaming up with Domino's to celebrate this American tradition on Sunday," said Kelly.

Stay tuned for Friday's announcement, and visit www.facebook.com/dominos for additional updates throughout the week.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 13 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 2/1/14. For Official Rules, prize descriptions and odds disclosure, visit bit.ly/M3Mid6. FREE HANDMADE PAN PIZZA, AS REFERENCED, COMES IN THE FORM OF AN \$8 PROMOTIONAL CARD THAT CAN BE USED ON HANDMADE PAN PIZZA, AS WELL AS ANY ITEM ON THE DOMINO'S MENU.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 10,500 stores in over 70 international markets. Domino's had global retail sales of over \$7.4 billion in 2012, comprised of over \$3.5 billion in the U.S. and nearly \$3.9 billion internationally. In the third quarter of 2013, Domino's had global retail sales of nearly \$1.8 billion, comprised of \$849 million in the U.S. and \$935 million internationally. Its system is largely made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the third quarter of 2013. The emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generates about 40% of sales in the U.S. from its digital channels, helped by the introduction of ordering apps for iPhone®, Android™, Windows Phone 8 and Kindle Fire – which now cover nearly 95% of the U.S. smartphone market. Continuing its focus on menu enhancement, Domino's established itself as a player in the pan pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

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