



Trick or Treat ... Domino's® Delivers Something Good to Eat

October 29, 2015

Domino's makes ordering Halloween dinner easier than ever

ANN ARBOR, Mich., Oct. 29, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** has your Halloween meal plans covered. Ordering dinner before a night of trick-or-treating is now easier than ever, thanks to Domino's AnyWare ordering options.

"Halloween night can be a busy time, as parents are trying to get their kids ready for trick-or-treating," said Jenny Fouracre, Domino's spokeswoman. "Domino's variety of AnyWare ordering options makes arranging Halloween dinner more convenient than ever, as customers can place their favorite order via text, tweet, emoji, TV, smartwatch and more. Domino's has things covered to make Halloween an easy and stress-free night."

Customers can also go to www.dominos.com or use their Android™ ordering app and place their Halloween dinner order days in advance, so a piping hot pizza will be delivered to their door before trick-or-treating starts.

"Halloween is one of the five busiest nights of the year for Domino's pizza delivery in the U.S.," said Fouracre. "Our team members prepare and sharpen their skills all year long so they're ready to deliver. Smart hustle, extra ingredients and increased staff will keep Domino's ready for the Halloween rush."

To find the nearest Domino's location and place an order, visit www.dominos.com. More information about Domino's AnyWare ordering options may be found at anyware.dominos.com.

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 a global enterprise of more than 12,100 stores in over 80 international markets. Domino's had global retail sales of over \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. In the third quarter of 2015, Domino's had global retail sales of over \$2.1 billion, comprised of over \$1.0 billion in the U.S. and over \$1.1 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2015. Emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from digital channels at the end of 2014, and reach an estimated run rate of \$4.0 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and has recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV® and Pebble Watch, as well as Twitter and text message using a pizza emoji. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within traditional and e-commerce retail.

Order – www.dominos.com

Mobile – <http://mobile.dominos.com>

Digital Info – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – <http://twitter.com/dominos>

Facebook – <http://www.facebook.com/dominos>

YouTube – <http://www.youtube.com/dominos>

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

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SOURCE Domino's Pizza

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