



Domino's Pizza® Brings Mobile Ordering App to Amazon's Kindle Fire

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New, convenient offering joins iPhone, Android ordering apps

ANN ARBOR, Mich., July 11, 2012 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is bringing its mobile ordering technology to Amazon's Kindle Fire with the release of the Domino's Pizza app into the Amazon Appstore for Android this week. This marks Domino's first appearance in the Amazon Appstore for Android and the company's first Android tablet app.

The app joins an already strong mobile ordering lineup that features apps for both the Apple iPhone and Android phones, along with a full-featured mobile ordering site at mobile.dominos.com.

The Domino's Pizza app for Kindle Fire and other Android devices extends many of the convenient features of Domino's online ordering platform, including: coupon search, full national menu, store locator and the ability to follow your order with Domino's Tracker.

The app can be downloaded directly from Kindle Fire and Android phones and tablets via the Amazon Appstore for Android. Domino's built the app to dynamically resize based on the screen size of the device on which it's used.

"Technology has become vital at Domino's Pizza, and we're thrilled to bring our ordering experience to Kindle Fire," said Russell Weiner, Domino's Pizza chief marketing officer. "We're always looking for new ways to bring Domino's ordering capabilities to people wherever they are, and the new app for Kindle Fire makes it easy for people to take just a few minutes away from reading a book or watching a movie to order a hot, delicious Domino's pizza."

Domino's iPhone and Android apps have already been downloaded more than 3 million times collectively in the U.S., helping drive mobile ordering to eight percent of Domino's overall sales.

Further showing its commitment to the mobile sector, Domino's will also be releasing an update to its popular Pizza Hero iPad app in the coming weeks. The app, which allows people to assume the role of a Domino's Pizza chef by stretching, saucing and topping a pizza, will expand to 22 international markets when the update is released. Pizza Hero has been downloaded more than 500,000 times and more than 12 million virtual pizzas have been cooked as part of the game.

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 first quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,810 franchised and Company-owned stores in the United States and over 70 international markets. During the first quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$830 million domestically and nearly \$855 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 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.

Order - www.dominos.com

Mobile – <http://mobile.dominos.com>

Info - www.dominosbiz.com

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

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SOURCE Domino's Pizza, Inc.

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