



In With the New...Create With the Old! Domino's Pizza(R) Launches 'Second Hand Logos' on Pinterest

June 17, 2013

Local artists to create and sell "upcycled" artwork made from old Domino's logo materials

ANN ARBOR, Mich., June 17, 2013 /PRNewswire/ -- With its new look beginning to establish itself within stores, advertising and uniforms, **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, today launches a unique program to save its old logo materials from landfills – and instead, put them in the hands of selected artists around the country.

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

(Photo: <http://photos.prnewswire.com/prnh/20130617/DE32255>)

The *Second Hand Logos* program debuts today on the Domino's Pinterest page, delivering the dream to several local artists of having their unique work on display to a nationwide audience – not to mention, potentially intriguing interested buyers.

Ten artists have taken on specific projects utilizing old Domino's logo belongings – from signage and clothing to store materials. Their work, including items for sale, photos, updates of ongoing projects and information about the artists themselves can all be found at SecondHandLogos.com, which will take visitors directly to the Domino's Pinterest page.

"In addition to supporting a select group of very talented artists, we are truly giving our fans and customers the chance to own a piece of Domino's history," said Russell Weiner, Domino's Pizza chief marketing officer. "It is incredible how quickly our old logo has become cherished as 'throwback' – which is a credit to both our new branding direction, as well as the nostalgia of the old logo, which was very good to us for several decades."

One thing that has remained true are the three dots on the Domino's logo, which dates back to 1965, when the company was incorporated as Domino's Pizza five years after its founding. The three dots represented the three stores open at the time. Now with over 10,000 stores worldwide, and nearly 5,000 in the U.S., Domino's may have run out of room for enough dots – but never loses track of its heritage as the pioneers of pizza delivery.

"*Second Hand Logos* is ultimately about our heritage, and where we have gotten as a brand in the past 53 years in business," said Weiner. "The old logo saw us through some amazing accomplishments, including menu additions and innovations, the launch of online ordering and the landmark redesign of our new, inspired pizza in 2010. We can't wait to continue adding milestones under our new look!"

Visit SecondHandLogos.com for more information and to see the artists and view their artwork, both completed and in progress!

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 10,300 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 first quarter of 2013, Domino's had global retail sales of over \$1.8 billion, comprised of \$888 million in the U.S. and \$957 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 first quarter of 2013. The Domino's brand generates over \$2 billion in global digital sales per year. Its emphasis on new technology has helped drive the introduction of Domino's ordering apps for Kindle Fire, Android™ and iPhone® – which now cover approximately 80% of the 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.

Order - www.dominos.com

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