



New Orleans Domino's Pizza Opens First New Store Design in the West Bank Area

August 20, 2013

Ribbon cutting ceremony today officially debuts new Domino's store in Marrero

NEW ORLEANS, Aug. 20, 2013 /PRNewswire/ -- RPM Pizza, a proud part of the New Orleans community for the past 32 years, continues to grow by debuting a new Domino's Pizza store location in Marrero, the first in the West Bank Area to feature a brand new Domino's retail store design. The store, which will celebrate with a ribbon cutting ceremony at 1 p.m. today, is located at 2466 Barataria Blvd. in Marrero.

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

Domino's will celebrate the continued growth of "pizza theater" locations in New Orleans with a grand opening event on Saturday, August 24 from 1 – 3 p.m. The event will feature free Handmade Pan Pizza, free Child ID Kits provided by the Jefferson Parish Police Department, a live broadcast from WQUE/93.3 FM and a blood drive hosted by The Blood Center until 6 p.m.

"We are as dedicated as ever to the place RPM Pizza calls home, as we have for the past 32 years as part of the New Orleans community," said Glenn Mueller, New Orleans Domino's Pizza franchise owner and president of RPM Pizza. "Domino's wants to be as welcoming as possible, and allow customers, families and fans to see their pizza being hand stretched and topped as part of our new theater design. That is what the new store design is all about, and we couldn't be more excited to be bringing this to Marrero and the West Bank Area."

Highlights of the new pizza theater store design include a comfortable lobby, open-area viewing of the food preparation process and the ability to track carryout orders electronically on a lobby screen. The store will also feature chalkboards to allow customers to express their creativity or to leave feedback for the store team members.

"Domino's continues to reinvest and reinvent the customer experience, and our brand as a whole, and the 'pizza theater' design is the next step," said Mueller. "We hope West Bank residents will attend our grand opening event this Saturday to get their first glimpse at the new store, and its unique, welcoming design that we are very proud to now feature in Marrero."

New Orleans Domino's is open for delivery and pick up from 10 am – midnight on Sunday thru Thursday, and 10 a.m. – 1 a.m. on Friday and Saturday. Domino's Pizza offers customers a full menu to choose from, including five types of pizza crust (Hand Tossed, Thin, Handmade Pan and Brooklyn), Domino's American Legends® Pizzas, Domino's Artisan™ Pizzas, Penne Pastas, Domino's Oven Baked Sandwiches, Stuffed Cheesy Bread, Breadsticks, Parmesan Bread Bites, Chicken Wings, Boneless Chicken, Chocolate Lava Crunch Cakes, Cinna Stix® and Coca-Cola® products.

For pizza delivery, customers can order online at www.dominos.com, or call the Domino's Pizza store in Marrero at 504-349-4600.

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 10,400 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 second quarter of 2013, Domino's had global retail sales of over \$1.8 billion, comprised of \$868 million in the U.S. and \$961 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 second 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™, iPhone® and Windows Phone 8 – 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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