



Domino's Pizza(R) Unveils Latest Ordering App Innovation Using Ford SYNC(R) AppLink(TM) System

January 7, 2014

Domino's and Ford to demo brand new Easy Order(TM) platform at 2014 International CES on Jan. 8

ANN ARBOR, Mich., Jan. 7, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ) and Ford Motor Company (NYSE: F)** not only share the same backyard in the Detroit area, but also a belief in the importance of technology innovation.

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

On Wednesday, Jan. 8, at the 2014 International Consumer Electronics Show (CES) in Las Vegas, the **recognized world leader in pizza delivery** and the **second-largest U.S.-based automaker** will unveil the latest in innovation and convenience when it comes to ordering Domino's.

Beginning in mid-2014, Domino's customers who have a Pizza Profile on their Domino's mobile app, as well as the Ford SYNC in-car connectivity system, will be able to use Ford SYNC to place their saved 'Easy Order' in just a few simple, voice-activated steps.

"This is, no question, one of the coolest in a long list of recent technology innovations for Domino's," said Patrick Doyle, Domino's Pizza president and CEO. "To be able to partner with a brand like Ford, with its terrific SYNC technology, to offer yet another way to bring our ordering app experience to life makes it all the better."

Domino's customers can save their favorite pizza and menu item combination, address and payment information using the Easy Order function at www.dominos.com or on their mobile app. The order can then be placed through the mobile app using simple voice commands provided by the SYNC system.

"We're thrilled to add Domino's to the ever-expanding lineup of mobile apps Ford drivers can use hands-free," said Julius Marchwicki, global product manager for Ford SYNC AppLink. "Americans love pizza, and now they can have one ready for carryout or delivery when they are on their way home or heading to a gathering with friends."

The industry-leading AppLink feature enables drivers to control selected apps on connected smartphones and tablets using the SYNC voice button on the steering wheel or the audio system buttons of equipped Ford vehicles.

SYNC AppLink is available on more than 1 million Ford vehicles including Fiesta, Mustang, Edge, Explorer, Flex, Expedition, Transit Connect, Fusion, Taurus, F-150, Super Duty, Focus, E-Series and C-MAX hybrids.

"We will continue to come up with every way possible to conveniently order from Domino's, and use technology to offer the best customer experience possible," said Doyle. "This is just the latest step, and we are very excited to roll this out later this year."

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 Domino's brand generates over \$2 billion in global digital sales per year, with about 40% of sales in the U.S. coming from its digital channels. Its emphasis on new technology has helped drive the introduction of Domino's 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.

Order - www.dominos.com

Mobile – <http://mobile.dominos.com>

Info - www.dominosbiz.com

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

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

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

Video with caption: "Domino's Pizza and Ford Motor Company will unveil the latest ordering app innovation using the Ford SYNC AppLink system."

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SOURCE Domino's Pizza