



## Domino's Pizza® Celebrates the New Year with 50 Percent Off Pizza Deal

January 13, 2014

**Weeklong offer available for pizza orders placed through Domino's digital ordering channels**

ANN ARBOR, Mich., Jan. 13, 2014 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is already giving customers something to celebrate in 2014 – 50 percent off menu-priced pizza. Domino's is offering half off the menu-price of all pizza orders placed online for an entire week, beginning today and running through Sunday, Jan. 19.

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

"What better way to kick off the New Year than with 50 percent off pizza?" said Russell Weiner, Domino's Pizza chief marketing officer. "There are more than 34 million ways to create a single Domino's pizza and we're excited to let our customers try any combination at half off."

This special deal is only available on menu-priced pizzas ordered through Domino's digital ordering channels which include Domino's website ([www.dominos.com](http://www.dominos.com)), Domino's mobile website and the iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps.

"About 40 percent of Domino's orders in the U.S. are placed through digital channels," Weiner said. "We hope customers who haven't experienced the convenience of digital ordering yet try it with this great offer."

Customers can reorder their favorite order online in as little as 30 seconds after they create an Easy Order™ with Domino's enhanced online Pizza Profile platform.

### **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](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

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

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

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