



## From Seattle and Denver to East Rutherford - Domino's Pizza® Is Looking Forward to Biggest Day of the Year

January 21, 2014

**Domino's expects to sell more than 11 million slices, 3 million chicken wings on Feb. 2**

ANN ARBOR, Mich., Jan. 21, 2014 /PRNewswire/ -- It isn't just football players preparing for the big football game next week, but pizza makers and delivery drivers too. **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is counting down to kickoff and ready to take on its biggest day of the year.

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

As the Denver and Seattle football teams get ready for their biggest Sunday of the season, Domino's anticipates delivering more than 11 million pizza slices and 3 million chicken wings nationwide on game day – nearly an 80 percent overall increase from a typical Sunday.

"Every night in a Domino's store is a practice for the biggest Sunday in football," said Chris Brandon, Domino's Pizza spokesperson. "Our team is certainly ready to tackle the big rush coming up next week. We're pumped up for the opportunity to deliver a great game day meal to millions of football fans."

One of the convenient ways fans and customers can order their Domino's game day meal will be via digital ordering – whether it be online or through an app on their mobile device. On Sunday, Feb. 2, helped by features such as timed ordering and Domino's Tracker®, Domino's expects to see a 30 percent increase in digital orders over a typical Sunday.

### Domino's Pizza Game Day Fun Facts

- On the Big Sunday, in the U.S. alone, Domino's delivery drivers will cover the equivalent of more than 525 round trips from Seattle to Denver – a 50 percent increase over a typical day.
- Over the years, Domino's stores have seen sales tend to increase when the game is close and viewers are glued to their TVs.
- While both Denver and Seattle Domino's stores will see high sales at the beginning of the game, the city of the winning team will likely see higher sales at the end of the night.
- During last year's game, Domino's delivered enough pizzas to stretch across more than 5,000 football fields.
- Domino's expects to sell 3 million chicken wings (boneless and bone-in), which is a 179 percent increase over a typical Sunday.

### 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.

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