



Domino's Pizza® Extends Partnership with CP+B Through 2016

February 27, 2014

ANN ARBOR, Mich., Feb. 27, 2014 /PRNewswire/ --**Domino's Pizza (NYSE: DPZ)** has finalized a renewal agreement with its national agency of record, CP+B, through 2016 - establishing what will be a nearly decade-long partnership that has seen **the recognized world leader in pizza delivery** through an extraordinary era in its 53-year history.

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

The partnership began in 2008, and while early campaigns - such as "oven baking" a competitor's cease and desist letter, as well as heading to Washington to offer consumers a "Big Taste Bailout" - got Domino's moving in the right direction, it was 2010's landmark "Pizza Turnaround" that marked the beginning of a true brand transformation.

Changing the recipe of its core hand tossed pizza after 50 years in business was step one for Domino's, but the key was introducing it with a message that broke the rules of traditional brand advertising. What resulted has since become a case study in making honest, transparent and accountable connections with consumers - not to mention, tremendous sales growth and unprecedented results.

"Both Domino's and CP+B take a great deal of pride in being a part of one of the more memorable turnarounds in the history of quick service restaurants," said Russell Weiner, Domino's Pizza chief marketing officer. "But beyond just the turnaround itself, the thing that has impressed us the most about working with CP+B is the way we have found ways to sustain both our strong results and consistent messages in the four years since."

Additional projects CP+B has led during its time with Domino's include the launch of Handmade Pan Pizza; the ability to follow the pizza-making action in a Salt Lake City store via 'Domino's Live'; helping Domino's design a purpose-built delivery vehicle through a unique approach of seeking open source, community-driven design submissions; and more recently, demonstrating how some of the most productive, creative thought is often #PoweredByPizza.

"CP+B is much more than just a group making great commercials – they are a true strategic partner for our brand, and have unquestionably earned this opportunity," said Weiner. "I cannot wait to see what the next two years bring as this partnership continues."

During the partnership, Domino's has experienced four consecutive years of positive same store sales growth, and was the first company to earn back-to-back "Chain of the Year" awards from Pizza Today, the leading publication of the pizza industry. Since the launch of online ordering in 2008, and helped by innovations such as *Pizza Builder* and *Domino's Tracker*®, Domino's now generates 40 percent of sales in the U.S. from its digital channels.

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 10,800 stores in over 70 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the fourth quarter of 2013, Domino's had global retail sales of over \$2.5 billion, comprised of over \$1.1 billion in the U.S. and nearly \$1.4 billion internationally. Its system is made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the fourth quarter of 2013. The emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generated approximately 40% of sales in the U.S. from its digital channels in 2013, helped by the introduction of ordering apps for iPhone®, Android™, Windows Phone 8® and Kindle Fire™. Domino's ordering apps 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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