



Domino's Pizza® to Offer Weeklong Carryout Special Just in Time for National Pizza Month

September 25, 2014

Customers can take home large two-topping pizzas for \$5.99 each

ANN ARBOR, Mich., Sept. 25, 2014 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is offering customers a weeklong \$5.99 large two-topping pizza carryout special from Sept. 29 – Oct. 5, just in time for National Pizza Month.

"Now is the perfect time to take advantage of the carryout special, as October marks National Pizza Month," said Chris Brandon, Domino's Pizza spokesperson. "More and more Domino's stores are converting to our new 'pizza theater' design, which is even more reason for customers to come into our locations, see our pizza makers at work and take advantage of this great deal."

Domino's pizza theater design features a number of elements otherwise unheard of when it comes to "traditional" Domino's stores. Highlights 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 stores also feature chalkboards to allow customers to express their creativity or to leave feedback for the store team members.

Customers may take advantage of the \$5.99 carryout deal by ordering over the phone, in-store, at www.dominos.com or via Domino's ordering apps for iPad®, iPhone®, Android™, Windows Phone 8® and Kindle Fire™. To find the nearest Domino's location, visit www.dominos.com.

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 11,000 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 second quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of the Domino's Pizza stores as of the second quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of U.S. sales from its digital channels in 2013, as well as reach an estimated \$3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

Order - www.dominos.com

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

Info - www.dominosbiz.com

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

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

YouTube - <http://www.youtube.com/dominos>

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