



Domino's® Newest TV Campaign Celebrates the Convenience of Ordering from AnyWare

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Commercials feature celebrities and their favorite ways to order from Domino's

ANN ARBOR, Mich., Aug. 17, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, knows that customers, even celebrities, want to be able to order their pizzas from anywhere, at any time, on any device. Domino's newest TV campaign, which begins today, features Eva Longoria, Sarah Hyland, Richard Sherman, Clark Gregg, and their favorite ways to order, using Domino's AnyWare™.



"Thanks to the AnyWare suite of technology, customers can place their favorite order via text, tweet, TV, smartwatch and more," said Dennis Maloney, Domino's vice president – chief digital officer. "Domino's newest TV commercials showcase celebrities placing orders on their favorite devices, proving that, for every type of personality and in any situation, there's a perfect way to order."

In these celebrity-centric TV ads, Domino's teams up stars with their favorite ordering method: Longoria through her TV, Hyland with the pizza emoji text, Sherman through Twitter® and Gregg with his smartwatch.

"Domino's makes it so easy to order your favorite pizza," Longoria said. "Within a few clicks of a button, or in my case, TV remote, your dinner is ordered – and you never have to leave your sofa or miss a moment of your favorite show. Now, that's convenience."

"No matter which way you order, one thing is certain: Domino's aims to give its customers the best possible experience," said Maloney. "In fact, Domino's Android™ and iOS apps were just named the highest-rated retail apps for restaurants by ARC from Applause®, which we couldn't be more proud of. We hope to continue making our customers happy by allowing them to order from nearly anywhere, on more platforms than ever."

To view a bonus, online-only spot from the campaign, visit <https://youtu.be/T7E1hrg1THI>.

Domino's AnyWare is innovative technology that gives customers the ability to order in more ways and on more devices than ever before: via text, Twitter, Samsung Smart TV®, Pebble® smartwatch app, Android Wear smartwatch app, Ford SYNC® AppLink™ system and voice ordering with Dom. To utilize Domino's AnyWare, customers must have a Pizza Profile with a saved Easy Order. More information can be found at anyware.dominos.com.

Additional Celebrity Quotes

- "Who knew ordering pizza could be as simple as sending a pizza emoji to Domino's? Domino's really gets me." – Sarah Hyland
- "I expect nothing but the best, both on and off the football field. And when it comes to ordering pizza, I uphold the same standard. Domino's is the best at what it does. It has the top-ranked mobile apps in the restaurant industry, but don't just take my word for it. Try it." – Richard Sherman
- "Domino's smartwatch apps are cutting-edge and easy to use – it's the best combo since sliced, well ... pizza." –Clark Gregg

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 a global enterprise of more than 11,900 stores in over 80 international markets. Domino's had global retail sales of over \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. In the second quarter of 2015, Domino's had global retail sales of nearly \$2.2 billion, comprised of \$1.1 billion in the U.S. and \$1.1 billion internationally. Its system is comprised of franchise owners who accounted for nearly 97% of Domino's stores as of the second quarter of 2015. Emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from digital channels at the end of 2014, and reach an estimated run rate of \$4.0 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and has recently introduced several innovative ordering platforms, including Ford SYNC[®], Samsung Smart TV[®] and Pebble Watch, as well as Twitter and text message using a pizza emoji. In June 2014, Domino's debuted voice ordering for its iPhone[®] and Android[™] apps, a true technology first within traditional and e-commerce retail.

Order – www.dominos.com

Mobile – <http://mobile.dominos.com>

Digital Info – anyware.dominos.com

Company Info – biz.dominos.com

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

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

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



Photo - <http://photos.prnewswire.com/prnh/20150817/258914>

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dominos-newest-tv-campaign-celebrates-the-convenience-of-ordering-from-anyware-300129296.html>

SOURCE Domino's Pizza

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