



Get Your Free Piece of the Pie with Domino's® New Rewards Program

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Earn and redeem points online toward free pizza

ANN ARBOR, Mich., Sept. 21, 2015 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, knows that people love pizza, but that they love *free* pizza even more! Now there's an easy way to earn free pizza from Domino's: through the new Piece of the Pie Rewards, which is as easy as one, two, three.



First: Sign up for the rewards program online. Second: order pizza online at dominos.com or through your mobile app. Third: start earning points.

Rewards members will earn 10 points per day for online orders of \$10 or more. When members reach 60 points they can redeem their points for a free medium two-topping pizza.

"We want to reward our customers in a meaningful way and we are delighted to offer a program that is simple to understand and easy to use," said Russell Weiner, Domino's USA president. "We know that the best reward is free pizza and we're excited to give our customers yet another reason to love Domino's."

Membership perks include exclusive members-only discounts and bonus offers. Piece of the Pie Rewards members may track their past purchases, earned points and redeemed points online, all through their Pizza Profile.

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>

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

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Jenny Fouracre, 734-930-3620 (office), jenny.fouracre@dominos.com