



## Domino's® Launches 50 Percent off Online Pizza Deal on Pi Day

March 14, 2016

### Weeklong offer begins in celebration of college basketball's biggest month

ANN ARBOR, Mich., March 14, 2016 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** is kicking off Pi Day the best way it knows how to: by offering 50 percent off all menu-priced pizza orders placed online for an entire week, beginning today and running through Sunday, March 20.



"Our favorite 'pi' is pizza pie, of course, and we wanted to give college basketball fans a special deal during the first week of the tournament games," said Jenny Fouracre, Domino's spokesperson. "Basketball fans can now enjoy their favorite pizza combinations at half off when they use Domino's digital ordering channels."

College basketball's tournament month is a busy time for Domino's, especially near the end of it. Domino's sold more than 1.8 million pizzas during the 2015 semifinals and championship game nights combined – enough to give 25 pizzas to each person walking into the stadium at the final game in Houston this year.

"While college basketball teams across the U.S. prepare and compete for a spot in the finals, Domino's team members are preparing in their own way," said Fouracre. "They're putting on their game faces and gearing up for some busy delivery days."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's digital ordering channels, which include Domino's website ([www.dominos.com](http://www.dominos.com)), as well as the iPad®, iPhone®, Android™, Windows Phone 8 and Kindle Fire® apps.

#### Fun Facts – Domino's and Basketball

- It takes 69 Domino's pizza boxes stacked from the floor of a basketball court to reach the hoop.
- It takes more than 4,500 Domino's pizza boxes to cover a 4,600-square-foot basketball court.
- During the 2015 college basketball tournament, Domino's produced enough dough to match the weight of more than 15 million basketballs.

## **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 12,500 stores in over 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015, comprised of more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the fourth quarter of 2015, Domino's had global retail sales of over \$3.3 billion, comprised of over \$1.6 billion in the U.S. and over \$1.7 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the fourth quarter of 2015. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and reach an estimated \$4.7 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 late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards, its first digital customer loyalty program.

Order – [dominos.com](http://dominos.com)

AnyWare Ordering – [anyware.dominos.com](http://anyware.dominos.com)

Company Info – [biz.dominos.com](http://biz.dominos.com)

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Facebook – [facebook.com/dominos](http://facebook.com/dominos)

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