



Domino's® Opens 13,000th Store Worldwide

August 9, 2016

Milestone store opens today in Seattle area - brand has opened 3,000 stores in four years

ANN ARBOR, Mich., Aug. 9, 2016 /PRNewswire/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is celebrating the grand opening of its 13,000th store in the world today in Auburn, Washington, outside of Seattle.



"The tremendous store growth worldwide is a testament to the continued success of our 55-year-old brand," said Patrick Doyle, Domino's president and CEO. "Domino's has opened 3,000 stores across the globe over the past four years, making the story of store growth one of the many phenomenal elements of the brand's strength."

The new Auburn store features the pizza theater design, which includes a comfortable lobby, open-area viewing of the food preparation process and the ability to track carryout orders electronically on a lobby screen. The store also features energy-efficient electric bikes and a Domino's DXP®.

In honor of the 13,000th store, Domino's will hold a ribbon-cutting ceremony and present a donation of \$13,000 to the local chapter of the Leukemia and Lymphoma Society today. Seattle-area franchise owners Greg and Kenra Keller will be in attendance, as well as a number of key Domino's executives, including Doyle.

"I have been a part of this brand for 31 years and a proud franchisee in the Seattle area," said Greg. "I'm so honored that this milestone store will be in our community, serving as a symbol of the great success of this global brand."

The Kellers own 33 stores in the Seattle area. Greg began his career with Domino's as an assistant manager in his senior year of high school, continuing to work managing stores while in college. Kenra started as a driver in college and moved up to managing stores. The couple opened their first franchise store in La Grande, Oregon. Their stories are not unusual, as more than 90 percent of Domino's U.S. franchise owners began their careers working in a Domino's store.

Domino's operates in more than 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015. Its system is comprised of independent franchise owners who accounted for over 97 percent of Domino's stores as of the second quarter of 2016.

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 12,900 stores in over 80 markets. Domino's had global retail sales of over \$9.9 billion in 2015, with more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the second quarter of 2016, Domino's had global retail sales of over \$2.4 billion, with nearly \$1.2 billion in the U.S. and over \$1.2 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the second quarter of 2016. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and 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 recently introduced several innovative ordering platforms, including Zero-click Ordering, Samsung Smart TV®, Apple Watch and Amazon Echo, 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 its first digital customer loyalty program.

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