



Domino's® Enhances Ordering Capabilities for Amazon Alexa Skill

August 1, 2017

Now offering full-menu ordering capabilities to everyone - no Pizza Profile required

ANN ARBOR, Mich., Aug. 1, 2017 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery and digital ordering platforms**, was the first pizza company to launch a pizza ordering skill on Amazon Alexa last year. Now Domino's is expanding this skill to offer a customized ordering experience with no saved account or previous order necessary. Ordering Domino's with Alexa is now even easier and more robust!



"We're excited to give our customers a more advanced and easy-to-use ordering process through Amazon Alexa," said Dennis Maloney, Domino's senior vice president – chief digital officer. "Now it's as simple as asking Alexa to order a pizza from Domino's and from there, customizing it to one of our millions of possible combinations – no Pizza Profile needed!"

Anyone can place an order for Domino's with Alexa by saying, "Alexa, open Domino's." Once in the Domino's skill, the customer will be guided through the ordering process, from building a pizza to placing an order. Customers who ask for a deal can receive 20 percent off every menu-priced item in their order.

To find more information about Amazon Alexa ordering, as well as details on all of the AnyWare ordering platforms, including Twitter, text, smart TV, Facebook Messenger and more, visit anyware.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 a global enterprise of more than 14,200 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the second quarter of 2017, Domino's had global retail sales of more than \$2.7 billion, with over \$1.3 billion in the U.S. and nearly \$1.4 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 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering

platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, 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

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

Instagram – instagram.com/dominos

YouTube – youtube.com/dominos

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