



## Domino's® Expands Piece of the Pie Rewards® Program

September 13, 2017

**Members can now earn points any way they order: online, phone and in-store**

ANN ARBOR, Mich., Sept. 13, 2017 /PRNewswire/ -- Piece of the Pie Rewards members fret no more – **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is now giving points to its loyalty members no matter how they order.



Domino's is the first and only national pizza delivery chain to offer loyalty points via online, phone and in-store orders.

"Loyalty members could previously only receive Piece of the Pie Rewards points if they ordered online," said Russell Weiner, president of Domino's USA. "However, we know that some customers prefer to order in person or over the phone. Now everyone can earn points toward free pizza no matter how they choose to order, whether it's online, via our AnyWare ordering channels, phone or in-store. We want all of our loyal customers to be able to benefit from Piece of the Pie Rewards."

Domino's Piece of the Pie Rewards launched in 2015. Since then, the program has grown to include millions of members. Domino's launched its first ever loyalty member appreciation week in April 2017, giving members double the points on every online order of \$10 or more. The company also announced its Piece of the Pie Rewards contest at the end of 2016 which gave loyalty members the chance to win free shares of Domino's stock, as well as a share of the profits from real Domino's stores.

Piece of the Pie Rewards members receive 10 points per day for any order of \$10 or more. When members reach 60 points, they can redeem them online for a free medium two-topping pizza. Members receive special offers with additional opportunities to earn and redeem points throughout the year. They can track past purchases, earned points and redeemed points via their Pizza Profile.

Customers who aren't enrolled in Domino's Piece of the Pie Rewards program can sign up at [dominos.com/rewards](https://www.dominos.com/rewards).

### **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<sup>®</sup>, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards<sup>™</sup>, 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)

Twitter – [twitter.com/dominos](https://twitter.com/dominos)

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

Instagram – [instagram.com/dominos](https://instagram.com/dominos)

YouTube – [youtube.com/dominos](https://youtube.com/dominos)

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