

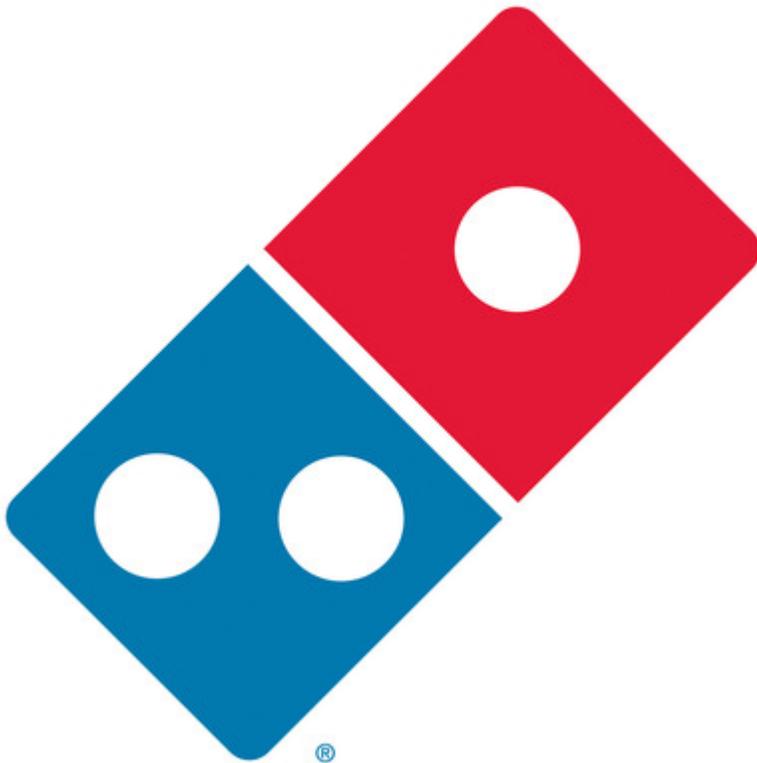


## Celebrate the Pizza Days of Summer with Domino's® 50 Percent Off Deal

July 15, 2019

### Menu-priced pizzas ordered online are half off July 15-21

ANN ARBOR, Mich., July 15, 2019 /PRNewswire/ -- The pizza days of summer are here and there's only one way to celebrate – with half off pizza! **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, is offering 50 percent off all menu-priced pizzas ordered online July 15-21.



"Summer is officially here, which means plenty of sun and fun, and pizza, of course!" said Jenny Fouracre, Domino's spokeswoman. "There's no better way to enjoy the nice weather than by grabbing a half-price pizza and savoring it at the beach, by the pool, at a picnic, or wherever your favorite summer spot may be."

Thanks to Domino's Hotspots®, customers can receive their orders at a variety of nontraditional delivery locations, including parks, beaches, local landmarks and unique summer gathering spots. Customers may take advantage of the summertime 50 percent off menu-priced pizza deal at any Domino's Hotspot across the U.S.

"Not at home? Not a problem," said Fouracre. "The beauty of Domino's Hotspots is having your favorite pizza delivered to you, wherever you are."

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

#### About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 16,100 stores in over 85 markets. Domino's had global retail sales of over \$13.5 billion in 2018, with nearly \$6.6 billion in the U.S. and more than \$6.9 billion internationally. In the first quarter of 2019, Domino's had global retail sales of nearly \$3.3 billion, with over \$1.6 billion in the U.S. and nearly \$1.7 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the first quarter of 2019. Emphasis on technology

innovation helped Domino's achieve more than half of all global retail sales in 2018 from digital channels, primarily online ordering and mobile applications. In the U.S., Domino's generates over 65% of sales via digital channels 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 2017, Domino's began an industry-first test of self-driving vehicle delivery with Ford Motor Company – and in April 2018, launched Domino's Hotspots<sup>®</sup>, featuring over 200,000 non-traditional delivery locations including parks, beaches, local landmarks and other unique gathering spots.

Order – [dominos.com](https://www.dominos.com)

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

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

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