



Domino's® Launches 50-Percent-Off Pizza Deal on Cyber Monday

December 2, 2019

Menu-priced pizzas ordered online are half off Dec. 2-8

ANN ARBOR, Mich., Dec. 2, 2019 /PRNewswire/ -- Cyber Monday is known for the best deals on technology, merchandise and now ... pizza! **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales,** is celebrating Cyber Monday with 50-percent-off menu-priced pizzas when customers order online Dec. 2-8.



"Cyber Monday is a big day for online shoppers, and now it's a huge day for pizza lovers as well," said Jenny Fouracre, Domino's spokeswoman. "The online deals don't stop at the retail level – now hungry shoppers can get a great price on their pizza too."

The 50 percent off deal is only available on menu-priced pizzas ordered through Domino's online ordering channels which include the following: Domino's website ([dominos.com](https://www.dominos.com)); Domino's ordering apps for iPad®, iPhone®, Android™ and Kindle Fire®; and Domino's AnyWare ordering through Google Home, Alexa, Slack, and Facebook Messenger.

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 16,500 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 third quarter of 2019, Domino's had global retail sales of over \$3.2 billion, with over \$1.6 billion in the U.S. and over \$1.6 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the third quarter of 2019. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2018 from digital channels. In the U.S., Domino's generates over 65% of sales via digital channels and has developed several innovative ordering platforms, including those developed for Google Home, Facebook Messenger, Apple Watch, Amazon Echo and Twitter – as well as Domino's Hotspots®, an ordering platform featuring over 200,000 unique, non-traditional delivery locations. In late 2017, Domino's began an industry-first test of self-driving vehicle delivery, and in June 2019 announced a partnership with Nuro, furthering its exploration and testing of autonomous pizza delivery.

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

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

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Jenny Fouracre, 734-930-3620 (Office), jenny.fouracre@dominos.com