



Domino's Pizza(R) Launches New iPhone Optimized Mobile Ordering System

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Consumers can now track orders from their iPhones with recent addition of popular Pizza Tracker

ANN ARBOR, Mich., Sept. 16 /PRNewswire-FirstCall/ --Domino's Pizza, the world leader in pizza delivery (NYSE: DPZ) today announced the launch of a new version of its mobile ordering Web site. The enhanced version is optimized for the Apple iPhone, Palm Pre and phones that support the Google Android operating system. Customers visiting www.dominos.com from a browser in one of the supported devices will be automatically connected to the new, enhanced site.

Some of the enhancements of the new site include;

- Pizza Tracker - The addition of the revolutionary Pizza Tracker, which allows users to track the progress of their pizza order. More than 75 percent of the millions of online customers use Pizza Tracker after completing their order.
- Faster Ordering - An Express Ordering option which provides a more streamlined ordering experience with 50 percent less clicks needed to order than the previous version of the site (a must with mobile devices).
- Full Ordering Functionality - A visual of the entire menu, and full ordering functionality including: allowing toppings on pizza halves; topping portion options; and ordering of sides, drinks, sauces and desserts.
- Past Order Functionality - Favorite past orders available in one simple step.
- Browse and Redeem Coupons - Including functionality that sort coupons by most popular and number of people it will feed.
- No Downloading or Registering - Domino's iPhone optimized mobile ordering site is ready for orders.
- Text Message Confirmation- Consumers can elect to receive a text message confirming that their order has been placed.

"Domino's Pizza was the first pizza company to launch web-based mobile ordering more than two years ago," said Rob Weisberg, Domino's Vice President Multi-Media. "Since that time, we've been regularly enhancing our site to allow an even better user experience and decreased ordering time."

The site has been in beta for the last month, and Domino's Facebook and Twitter followers got an early preview. Here's what Touchtip.com, an iPhone tips site, had to say about it: "The Domino's iPhone (site) sports an interface that's as slick as any mobile web app that we've seen. The menus are easy to read and very intuitive."

"Domino's mobile ordering is growing at an average of 20 percent each month with the majority of mobile orders coming from iPhone customers," continued Weisberg. "These site enhancements cater to the largest segment of our mobile customer base and also provide a platform that can be expanded on for our other mobile customers down the road. We plan on following up with a Blackberry-optimized version in the near future."

Domino's will continue to have two versions of the site and consumers with all other web-enabled phones will be able to order on the existing site as usual.

The optimized mobile ordering system is another example of Domino's quest for continuous innovation. Domino's efforts are paying off. Domino's internet sales grew faster than internet sales within the QSR Pizza category for the 12 months ending June 2009, according to The NPD Group's CREST(R) service.

About Domino's Pizza((R))

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 8,773 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over

\$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2009 Domino's *ranked* number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI).

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Order - www.dominos.com

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