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FOR IMMEDIATE RELEASE

Domino's Pizza® and the National Fire Protection Association Delivering Fire Safety Messages To Homes Across the Country

Pizza boxes topped with smoke alarm checklist to help prevent home fires

ANN ARBOR, Mich., March 3, 2014 – Domino's Pizza (NYSE: DPZ) is using daylight saving time and pizza boxes to encourage people to protect themselves from home fires. The recognized **world leader in pizza delivery**, along with its friends at the National Fire Protection Association (NFPA), is reminding customers to change their smoke alarm batteries when they change their clocks. Domino's will utilize its pizza boxes to deliver fire safety tips throughout the month of March in participating markets across the country.

“Daylight saving time brings a convenient, timely reminder to change the batteries in your smoke alarm – an easy, important step to make your home safer,” said Chris Brandon, Domino's Pizza spokesperson. “We have a unique opportunity at Domino's to reach many people in their homes and want to use this opportunity to share fire safety tips with them. We are excited to work with NFPA to help make homes across the country a little bit safer.”

As part of the spring campaign, customers who order from participating Domino's stores may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries or smoke alarm and leave a fully functioning fire safety device in the home.

According to NFPA, roughly two-thirds of home fire deaths happen in homes with no smoke alarms or no working smoke alarms. When smoke alarms fail to operate it is usually because batteries are missing, disconnected or dead.

“On average, seven people die in U.S. home fires per day,” said Lorraine Carli, NFPA's vice president of Outreach and Advocacy. “Installing and maintaining smoke alarms is extremely important because they save lives. We are thrilled to work with Domino's to remind homeowners to ensure theirs are working properly.”

Stay safe with these tips from the NFPA:

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- Interconnect all smoke alarms throughout the home. When one sounds, they all sound.
- Test alarms at least monthly by pushing the test button.
- Smoke rises; install smoke alarms high on a wall or on a ceiling.
- Replace batteries in all smoke alarms at least once a year. If an alarm “chirps” – warning the battery is low – replace the battery right away.

- Replace all smoke alarms, including alarms that use 10-year batteries and hard-wired alarms, when they are 10 years old – or sooner if they do not respond properly.
- Be sure the smoke alarm has the label of a recognized testing laboratory.
- If cooking fumes set off alarms, replace the alarm with an alarm that has a "hush" button.
- An ionization alarm with a hush button or a photoelectric alarm should be used if the alarm is within 20 feet of a cooking appliance.
- Develop and practice your home escape plan.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. NFPA develops more than 300 codes and standards to minimize the possibility and effects of fire and other hazards. All NFPA codes and standards can be viewed at no cost at www.nfpa.org/freeaccess.

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 its global enterprise of more than 10,800 stores in over 70 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the fourth quarter of 2013, Domino's had global retail sales of over \$2.5 billion, comprised of over \$1.1 billion in the U.S. and nearly \$1.4 billion internationally. Its system is made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the fourth quarter of 2013. The emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generated approximately 40% of sales in the U.S. from its digital channels in 2013, helped by the introduction of ordering apps for iPhone®, Android™, Windows Phone 8® and Kindle Fire™. Domino's ordering apps now cover nearly 95% of the U.S. smartphone market. Continuing its focus on menu enhancement, Domino's established itself as a player in the pan pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

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