

**MID Q1
2015**



Domino's Investor Newsletter



In this Issue

Thank you for taking a look through our first quarterly investor newsletter! We plan to send this out at mid-quarter throughout the year to let you know the latest with all things Domino's – including news, commercials and campaigns, featured topics and stories, upcoming events and anything else we think you would find interesting and noteworthy. If there is anything we should consider including for future editions, please let us know!

Commercials & Campaigns

Check out our latest commercial [“Signs of Change”](#)

(Explosions and falling objects included!)

Domino's in the News

[CEO Patrick Doyle Does Domino's Q&A for the *The Detroit Free Press* \(Jan. 4\)](#)

[Patrick Doyle Featured in *Nation's Restaurant News* Article about 'The Digital Mavericks' \(Jan. 20\)](#)

[Lynn Liddle Appeared on Fox Business News to Discuss Menu Labeling \(Jan. 23\)](#)

[Patrick Doyle Appeared on CNBC's 'Street Signs' to Talk about Super Bowl \(Jan. 27\)](#)

[*The Detroit Free Press*: 'Domino's Puts Focus on Tech Advances' \(Jan. 27\)](#)

[Tim McIntyre Appeared on 'The Willis Report' on Fox Business News to Discuss Super Bowl \(Jan. 28\)](#)

[Patrick Doyle Featured on the Cover of *The TJE American Business Magazine* \(Jan. 28\)](#)

[*Forbes*: 'Domino's Pizza Tests Digital Leadership on Super Bowl Sunday' \(Jan. 30\)](#)

[Patrick Doyle Appeared on CNBC's 'Mad Money' to Talk about Q4 Earnings \(Feb. 24\)](#)

[CNBC Article: 'Domino's Pizza to Launch Smartwatch Ordering' \(Feb. 27\)](#)

[*The Wall Street Journal*: 'Strategic Pizza Infrastructure Goes High-Tech' \(March 4\)](#)

[*The Wall Street Journal*: 'How Pizza Became a Growth Stock' \(March 13\)](#)

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Featured Topics & Stories

Tech-to-Table

Domino's is forging a new category, carved from both the restaurant and tech industries. We have knit technology into all we do, providing many ordering channels for our customers as well as business intelligence to more efficiently run our growing enterprise. Following is a list of our 2014 Tech-to-Table innovations ... just to name a few!

- Ford SYNC® ordering platform
- iPad® app
- Google Wallet™
- Group ordering
- Voice ordering featuring 'Dom'
- Pebble Smartwatch Tracker

Fundamental Strength

[Largest U.S. Domino's Franchise Purchases 45 Stores in Indiana](#)

[Domino's® Opens in Two New Markets: Azerbaijan and Cambodia](#)

In 2014, Domino's Opened New Markets Paraguay, Norway, South Africa and Kenya

News & Notes

[Domino's Customers Can Now Place and Track Their Order Via Pebble and Android Wear Smartwatches](#)

[Domino's Pizza Raises Record \\$5.2 Million for St. Jude Children's Research Hospital®](#)

[Domino's Launches 50 Percent Off Pizza Deal in Celebration of College Basketball's Biggest Month](#)

Upcoming Events

- March 24, 2015: Presenting at the TAG Spring Consumer Conference in New York City
- April 23, 2015: Announcing Q1 2015 earnings
- June 2, 2015: Presenting at the Goldman Sachs Lodging, Gaming, Restaurants and Leisure Conference in New York City

For more information, contact us:

Visit the Investor Relations tab of biz.dominos.com and go to the Events tab for more information about event webcasting. If you have any questions or would like to set up a conference call, please email us at investorrelations@dominos.com.