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FOR IMMEDIATE RELEASE

Domino's Pizza® Team New Mexico Announces Acquisition KAFB store

Albuquerque, NM, 12/29/14 – Domino's Pizza Team New Mexico Franchisee Brian Bailey of Roswell is announcing acquisition of the Domino's store on Kirtland Air Force Base in Albuquerque. Team New Mexico acquired 4 Domino's stores in the Albuquerque Metro in February 2014 and another 6 in September. The Kirtland Air Force Base location has been operated by the base food vendor with limited carryout only service.

"The Domino's on Kirtland AFB will now have online ordering, full service hours from 10am to midnight every day, and delivery service from ON the base," said Marketing Officer Lawrence Joy. "We are dedicated to the Albuquerque area and are excited about the opportunity to serve KAFB residents and employees," said Brian Bailey, nine time award winning Domino's franchise owner. "Our goal is to continue to develop a loyal customer following by delivering hot, great-tasting pizza at a great price. We look forward to expanding in 2015 building Domino's Pizza Theater stores in Albuquerque on the east side of town."

Domino's Team New Mexico, located in Roswell for over 25 years, owns and operates 37 Domino's restaurants in Alamogordo, Albuquerque, Artesia, Aztec, Belen, Bloomfield, Cannon AFB, Carlsbad, Clovis, Edgewood, Espanola, Farmington, Hobbs, Kirtland, Las Cruces, Las Vegas, Los Lunas, Lovington (home of Domino's Opening Week Sales Record in June 2014), Portales, Roswell, Ruidoso, Santa Fe, Shiprock, Taos, and Tse Bonito in New Mexico plus Cortez and Durango Colorado. "We now have over 1000 employees and are growing building store 38 in Q1 2015, and re-building old stores providing more quality jobs in New Mexico," according to Lawrence Joy.

Domino's offers customers a full menu to choose from, including five types of pizza crust (Hand Tossed, Crunchy Thin, Handmade Pan, Gluten Free and Brooklyn Style), Domino's American Legends® Pizzas, Penne Pastas, Domino's Oven Baked Sandwiches, Stuffed Cheesy Bread, Breadsticks, Parmesan Bread Bites, Specialty Chicken, Chicken Wings, Boneless Chicken, Chocolate Lava Crunch Cakes, Cinna Stix® and Coca-Cola® products.

To place an order for Domino's in Albuquerque or worldwide, customers can visit www.dominos.com. Find Domino's Team New Mexico online at <http://www.dominosnm.com> and DominosPizzaNM on facebook.

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 10,900 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 first quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 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 first quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of sales in the U.S. from its digital channels in 2013, as well as reach an estimated \$3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the U.S. smartphone market. Continuing its focus on menu enhancement, Domino's launched Specialty Chicken in April 2014.