

Domino's Live Twitter Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Domino's Live Twitter Sweepstakes (the "Sweepstakes") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Domino's National Advertising Fund Inc., Domino's Pizza LLC, independently owned and operated Domino's Pizza franchise stores, ePrize, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void in Alaska, Hawaii, and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106. **Administrator:** ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on May 1, 2013 at 12:00 a.m. Eastern Time ("ET"), ends on May 26, 2013 at 11:59 p.m. ET (the "Promotion Period"), and consists of fifty (50) separate entry periods (each an "Entry Period"). Start time and date for each Entry Period will be determined by Sponsor in its sole discretion; each Entry Period will last thirty (30) minutes. Twitter, Inc.'s servers are the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.twitter.com, log-in or create a Twitter account and follow @dominos. Creating a Twitter Account is free but is subject to its Terms of Service (<http://twitter.com/tos>). Your account settings must allow for all of your posts to be public and thus viewable by the Sponsor and its agents.

During each Entry Period, Sponsor (@dominos) will tweet questions related to the content being streamed on www.dominoslive.com. Tweet a relevant response, including the #dominoslive hashtag in your Tweet, and you will automatically receive one (1) entry into the drawing for the applicable Entry Period. While Sponsor may ask multiple questions during any given Entry Period, there is a limit of one (1) entry per person per Entry Period regardless of the number of responses submitted. Tweets may not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor, Administrator or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any entrant where it finds the content of the Tweet to be unlawful, or in violation of these Official Rules, all in its sole discretion. Multiple entrants are not permitted to share the same Twitter handle. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter handles, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Twitter handle used to register will be deemed to be the entrant. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Immediately after the conclusion of each Entry Period, Sponsor will randomly select ten (10) potential Sweepstakes winners from all eligible entries received during the applicable Entry Period. Non-winning entries will not be included in subsequent Entry Period drawings. Sponsor will contact and send each potential winner his/her prize through a Direct Message on Twitter on or about one (1) business day after the end of the applicable Entry Period. In order to receive the Message, the potential winner's "Tweet Privacy" Account setting must be "unchecked." If a potential winner of any prize cannot be contacted, or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. Unclaimed prizes will not be awarded.

6. Prizes: FIVE HUNDRED (500) PRIZES (Ten (10) per Entry Period): A \$5 Domino's gift card, awarded as a digital code. Terms and conditions apply. Approximate Retail Value: \$5. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during each Entry Period. Limit: Five (5) Prizes per person during the Promotion Period.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Domino's Pizza LLC, independently owned and operated Domino's Pizza franchisees, Twitter, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any

incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Administrator's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy <https://order.dominos.com/en/pages/content/content.jsp?page=privacy>.

13. Winner List: For a winner list, visit <http://bit.ly/16ef55I>. The winner list will be posted after winner confirmation is complete.

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Domino's Live Twitter Sweepstakes

Abbreviated Rules

ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (D.C.) 18 AND OLDER. VOID IN AK, HI AND WHERE PROHIBITED. Sweepstakes ends 5/26/13. For Official Rules and complete details, visit <http://bit.ly/11RoGeG>. Sponsor: Domino's National Advertising Fund Inc.

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID IN AK, HI AND WHERE PROHIBITED. Sweepstakes ends 5/26/13. For Official Rules, prize descriptions and odds disclosure, visit <http://bit.ly/11RoGeG>. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 5/26/13. To enter and for Official Rules, visit <http://bit.ly/11RoGeG>.

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 48 contiguous United States (D.C.) 18 years and older. Ends 5/26/13. To enter and for Official Rules, including odds and prize descriptions, visit <http://bit.ly/11RoGeG>. Void in AK, HI and where prohibited.