Limited time offer. Not to be combined with any other offers.

Large • Pasta In a Tin

2 Pizzas with 2 Toppings + your choice of either 2 or more delivered. Expires 12/23/12.

EACH $ 5

NET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET FREE MAGNET

626-914-3881

©2011 IP • Domino’s Pizzas

Domino’s formulas vary. Prices may apply.

Pizzas & Breadsticks
Domino’s Deep Dishy La Pizzas de Especialidades pueden

Domino’s Large 1-Topping Pizza may apply.

Order de Pan con 3 Ingredientes

Limited Time Offer. Not to be combined with any other offers.

1/20¢. Cash returned check fee, may be electronically returned check fee, may be electronically

Pizzas, Cualquier Pizza Media na

Limites aplican. Deep Dish & Specialty Pizzas May Be

Domino’s Legacies Deal

Limited Time Offer. Not to be combined with any other offers.


Every Door Direct Mail

www.magneticallutions.com/dominos

Call 800-248-6200

Magnet Mailers

Domino’s Stuffed Cheesy Bread de Domino’s
How Can Magnets Still Work in the Digital Age?

It’s because people are as different as pizza toppings. While most people will flock to order the latest topping creation, there are still many that love a traditional pepperoni or plain cheese pizza. It’s the same with magnets. Even in this online world, a basic magnet can be popular with a variety of people.

For example, there’s Cooper. He’s 23 and single. He is glued to his Smartphone or tablet, but has become blind to online advertising. Cooper orders pizza with his roommates, but aren’t loyal to any one place. If they have a coupon, that’s where they order. Just imagine how loyal Cooper could become if he had a BigMag Coupon Mailer stuck to his fridge?

Or, what about Mary? A 40 year old nurse and mother of two. Mary doesn’t find much time to go online. As a result, she likes ordering pizza by phone or face-to-face. Yes, coupons save her money, but saving time is more important. She has no time to search through emails or online reviews to find dinner. Instead, a magnet on the fridge gets Mary to order pizza tonight.

Then there’s Susan and Fred. A retired couple in their 70’s. Like many in this age group, they use their computer and Smartphone to email and call their grandkids, but haven’t figured out social media yet. They love ordering pizza – only if there’s a deal. Too bad they are never going to see those promotions on social media. What will get them ordering is a BigMag or promotional magnet they will see every day on their fridge door.

Table Of Contents

MAGNETS PAGE 4 – 9
BIGMAG MAGNETIC COUPON MAILERS PAGE 10 – 12
EXTRAS PAGE 14
MAGNETIC ATTRACTIONS REWARDS CLUB PAGE 15

What about the people in your neighborhood? Sure you need a digital strategy, but there are plenty of pizza-loving people of all ages that will find a Domino’s magnet or BigMag useful and valuable. After all, our magnets can be always visible, are hard to forget and deliver a constant reminder to order Domino’s pizza by phone, computer or Smartphone.

Give us a call (800) 248-6200 to discuss the people in your neighborhood, and how we can help you get more pizza orders. We look forward to working with you in the near future.
Our Shape Magnets

Really Stand Out!

**slice magnets**

<table>
<thead>
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<th>size: 2.5&quot; x 3.375&quot;</th>
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<tbody>
<tr>
<td>QTY</td>
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<tr>
<td>Unit Price</td>
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</table>

Shipping $20 per 1,000 Call for quantities over 10,000

**QR diamond magnet**

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<tbody>
<tr>
<td>QTY</td>
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<td>Unit Price</td>
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</table>

Shipping $17 per 1,000. Call for quantities over 10,000

**Round top magnet**

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<td>QTY</td>
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<td>Unit Price</td>
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</table>

Shipping is $17 per 1,000 all for quantities over 10,000

Did You Know?

That every magnet on pages 4 – 9 can be ordered online at www.magneticattractions.com/dominos? Logon, customize and order your magnets on your schedule – saving you time, and money with our online-only promotions. To get started, just create an account at www.magneticattractions.com/dominos

Customize and Order These Magnets in Minutes at:

**Call 800-248-6200**

www.magneticattractions.com/dominos
## The Smart Magnets to Build Brand Loyalty

### Calendar & Schedule Magnets

Attract Year-Round Attention

**Price**

<table>
<thead>
<tr>
<th>QTY</th>
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**Shipping** $20 per 1,000 Call for quantities over 10,000

**Smartphone Magnet - Mini**

- Size: 2.125" x 3.375"
- QTY: 1,000 - 10,000
- Unit Price: $0.085 - $0.065

**Smartphone Magnet**

- Size: 1.75" x 2.425"
- QTY: 1,000 - 10,000
- Unit Price: $0.100 - $0.065

**Smart Car Magnet**

- Size: 2.312" x 2.125"
- QTY: 1,000 - 10,000
- Unit Price: $0.190 - $0.070

**CALENDAR/SCHEDULE MAGNETS**

- Size: 4" x 6"
- QTY: 500 - 10,000
- Unit Price: $0.350 - $0.240

**Customize and Order These Magnets in Minutes at**

www.magneticattractions.com/dominos

### Online Spring Captain's Meeting

- Date: Jan. 23rd - Feb. 2nd

### Intramural Sports 2012-2013

- **Flag Football Tournament**
  - Dates: Feb. 27th - Mar. 8th
- **Swim Meet**
  - Dates: Jan. 23rd - Feb. 8th
- **Online Fall Captain's Meeting**
  - Dates: Aug. 22nd - Sept. 1st
- **Basketball**
  - Dates: Jan. 23rd - Feb. 2nd
- **Tennis Doubles**
  - Dates: Mar. 19th - 29th
- **Flag Football**
  - Dates: Aug. 29th - Sept. 8th
- **Online Spring Captain's Meeting**
  - Dates: Jan. 23rd - Feb. 2nd
- **Basketball**
  - Dates: Jan. 23rd - Feb. 2nd
- **Table Tennis**
  - Dates: Sept. 26th - Oct. 6th
- **Cornhole**
  - Dates: Oct. 24th - Nov. 3rd
- **Soccer**
  - Dates: Oct. 17th - 27th
- **Xbox 360 Kinect Game Night**
  - Dates: Oct. 10th - 18th
- **Laser Tag**
- **Indoor Volleyball**
  - Dates: Sept. 5th - 15th
- **Freshman Flag Football**
  - Dates: Sept. 19th - 29th
- **Online Fall Captain's Meeting**
  - Dates: Aug. 22nd - Sept. 1st
- **2 vs. 2 Sand Volleyball Tournament**
  - Dates: Aug. 22nd - Sept. 1st
- **Intramural Sports**

### Training Programs

- **Training Program sponsored by Ole Miss Fitness** starting week of March 19th
- **Referee Training**
  - Dates: Mar. 20th
  - Location: Turner Center @ 7PM
- **Umpire Training**
  - Dates: Mar. 20th
  - Location: Turner Center @ 7PM

### Additional Information

- **Swim Meet**
  - Dates: Oct. 24th - Nov. 9th
- **Training Program**
  - Dates: Feb. 2nd - March 8th
  - Hosted at the Southern Breeze
- **Referee Training**
  - Dates: Oct 25th
  - Location: Turner Center @ 7PM

- **Referee Training**
  - Dates: Sept. 13th
  - Location: Turner Center @ 7PM
- **Referee Training**
  - Dates: Sept. 6th
  - Location: Turner Center @ 7PM
- **Hosted in the Grove**
  - Dates: Aug. 24th
  - Time: 7-11PM
- **Hosted at Southern Breeze**
  - Dates: Oct. 18th
  - Time: 7PM
- **Test due by Feb. 2nd @ 12PM**

---

**Call** 800-248-6200

**Web**

www.magneticattractions.com/dominos
Best Selling Magnets at the Best Price!!!

Did You Know?

Our magnets are 25mils thick. That’s thicker than most competitors’ magnets, so our magnets look better, stand up longer and hold more (while actually costing less).

Best Selling Magnets

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Shipping $17 per $1,000 Call for quantities over 10,000

Customize and Order These Magnets in Minutes at:

www.magenticalattractions.com/dominos

call 800-248-6200
BigMag™ Mailers

When was the last time you sent out a coupon mailer to your local customers? Well, now’s the time to get back into their mailbox, because even in this digital world, we still like getting mail.

- 60% like getting mail from brands about new products.
- 73% welcome mail from restaurants.
- 80% said mail was effective in getting them to try or order from restaurants.

And when it comes to mail, nothing works like a BigMag™ Magnetic Postcard for delivering traffic to your door.

What is a BigMag™ Magnetic Postcard?
Postcard with a magnet on the back
Full color designs
Add your own coupons and offers
USPS automation approved
4 sizes available plus Every Door Direct

Did You Know?
That BigMags have historically averaged a 0.7 – 1.1X coupon redemption rate.

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ECONOMY BIGMAG MAGNETIC MAILER
Size: 3.625" x 8"

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$40+ set-up Shipping $18 per 1,000 Call for quantities over 10,000

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LARGE BIGMAG MAGNETIC MAILERS
Size: 4.25" x 10.5"

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$40+ set-up Shipping $22 per 1,000 Call for quantities over 10,000

For more information or get a mailing quote go to: www.magneticatattractions.com/dominos

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Call 800-248-6200
Every Door Direct Mail -
Learn What All the Buzz is About

Multi-Mag BigMag™
Our Smallest Box Topper, Handout or Mailer

Q. What is Every Door Direct Mail (EDDM)?
A. EDDM is a program that will allow you to send neighborhood mailings without mail lists or postal permits.

Q. Are there any size requirements for an EDDM mailing?
A. Yes. To qualify for EDDM you must mail Standard Rate flat mail pieces. That means more than 11.5” long or more than 6.125” high and a per piece weight up to 3.3 ounces.

Q. How many can I mail and what will the postage cost?
A. You can send out 5,000 a day with postage of $0.175 each. Remember, all mail must be dropped at the Post Office that serves the neighborhood you are mailing into.

Q. Does EDDM make sense for me?
A. EDDM makes sense for many of our customers. However, everyone’s needs differ. Talk to one of our mailing experts to understand EDDM and make sure it’s the best mailing option for you.

Q. Can Magnetic Attractions manage my EDDM campaign?
A. You bet. Magnetic Attractions will work with you to design an EDDM BigMag that meets all specifications. We’ll then print and bundle so everything is ready to go to the Post Office.

Q. Why Magnetic Attractions for my next EDDM campaign?
A. Magnetic Attractions uses a flat-sized BigMag, not the average paper postcard of our competitors. That means you get the benefits of EDDM, plus the proven benefits of a BigMag Magnetic Postcards. That’s a win-win no one else can offer.

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Every Delivery Direct Mail -
Learn What All the Buzz is About

Multi-Mag BigMag™
Our Smallest Box Topper, Handout or Mailer

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Don’t Forget to Add These Extras

Car Signs
- Size: 11.625” x 17.25”
- QTY: 1 Set
- Set Price: $44
- 2 sets minimum, 40 mil total thickness, UV protection, Waterproof, Shipping $15 per set

Short Run Labels
- 4 label sizes to choose from. Call for quote.

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<tr>
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Your Free Magnets are Ready

Plus, special discounts and rebates when you join the MA Rewards Club

MA Rewards Club is an exclusive program designed to reward our best Domino’s Magnet customers with extra savings. Just look at what you earn with membership:

- **Free Magnets** – Magnetic Attractions will send you 250 free magnets every year you are a member. This year the free magnet is our new Smartphone Magnet.
- **Special Discounts** – You get access to “members-only” discounts throughout the year. This can mean extra savings of 10% - 20% not available to anyone else.
- **MAD Money** – Magnetic Attractions Dollars is a rebate program that can give back 1% - 2% in savings every year you spend over $2,500.

Becoming a MA Rewards Club member is easy

You become eligible for the Club when you spend just $1,500 in magnets or mailings during 2014. Magnetic Attractions will then send out a special invitation welcoming you to the MA Rewards Club.

For more information on the MA Rewards Club, call Magnetic Attractions at (800) 248-6200.

626-914-3881

GLENORA
110 W. Foothill Blvd.
www.magneticattractions.com/dominos

P.S. Keep the enclosed MAD Money Certificate handy as a reminder to use your National Accounts Manager.

Sincerely,

www.magneticattractions.com/dominos

(800) 248-6200

2717 E Slauson Ave.
Huntington Park, CA 90255

(800) 248-6200

$50 Magnetic Attractions Rewards Club rebate before it expires on 6/30/2014.

Domino’s

110 W. Foothill Blvd.
626-914-3881

Your Free Magnets

www.magneticattractions.com/dominos
Serving you for over 25 years.

ONE WHATNEY
IRVINE, CA 92618
TOLL FREE: 800-248-6200 • 949-457-8230 FAX
www.magneticattractions.com/dominos