

NEWS



Wednesday 28 November: Immediate Release

WEEKLY WEB SALES REACH ALL TIME HIGH FOR DOMINO'S PIZZA AS CUSTOMERS PLACE £1M OF ONLINE ORDERS

Domino's Pizza saw online orders reach an all-time high last week as internet sales hit the seven figure mark for the first time in the UK.

Between Monday 19 and Sunday 25 November, the UK's leading pizza delivery company took an incredible £1million pounds worth of orders from web customers.

The £1million figure covers delivered sales via dominos.co.uk only and does not include the Republic of Ireland, carry out sales, or Domino's other e-commerce channels, which allow customers to order via SMS or interactive TV.

Robin Auld, Marketing Director at Domino's, said: "Exceptional service is at the heart of our business and we're proud of our position as an innovative multi-channel retailer, offering more ways to order than any other pizza company.

"Last year, web sales reached £23 million in total and we responded to customer demand by significantly increasing our online presence - we're delighted to see that paying off with £1 million worth of sales in a week for the very first time."

The £1 million milestone follows a major focus by Domino's Pizza on its e-commerce channels and internet profile this year.

In April, the company changed its idents on Sky One's The Simpsons to focus on online ordering – the same idents began running during The Simpsons on Channel Four this month.

And in July, the company launched the UK's first ever SMS based pizza delivery service, registering over 2,000 users in the first month.

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In addition, Domino's has used 15 different new media platforms in 2007, including search marketing, viral campaigns and a virtual store on Second Life.

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For further information please contact:

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Note to Editors:

Domino's Pizza UK & IRL plc holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland.

Domino's Pizza is the leading player in the UK and Ireland's fast-growing pizza delivery market with 470 stores. Of these, 376 stores are in England, 35 are in Scotland, 16 are in Wales, 11 are in Northern Ireland and 32 are in the Republic of Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.

As part of a commitment to the communities served by its stores, Domino's Pizza is proud to support Special Olympics GB and Special Olympics Ireland.

Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's Pizza operates a global network of more than 8,000 stores in over 50 countries.

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