



Domino's Pizza

NEWS

For immediate release

January 14, 2010

DOMINO'S CALLS OUT TO ENTREPRENEURS IN REPUBLIC OF IRELAND

Domino's Pizza, the leading pizza delivery company and one of the world's most successful franchise businesses, is seeking out talented entrepreneurs to set up new stores in Gorey, Wicklow and Arklow to cater for the Republic of Ireland's love of pizza.

Domino's currently has 608 stores in the UK and Ireland and is aiming to open 50 new stores each year to reach its goal of at least 1,000 by 2017. Gorey, Wicklow and Arklow have been identified as the next key areas for expansion, fuelled by consumer demand for Domino's world renowned home delivered pizza service.

Offering one of the best franchise opportunities available, Domino's Pizza continues to achieve strong growth, with like for like sales up by over eight per cent. The company is actively recruiting talented entrepreneurs who are keen to reap the rewards of owning a Domino's franchise.

Andy Hirst, head of franchise development at Domino's comments, "With a fanatical focus on customer service, an outstanding product and the support of an established brand, Domino's franchisees can only go from strength to strength. We're looking for talented people who are keen to capitalise on the nation's need for pizza and the roll out in Gorey, Wicklow and Arklow represent an exciting chance for local entrepreneurs to invest in a tried and tested business model with a market leader."

-More-

Domino's Pizza Press Office

Direct Line: +44 (0)1908 580660 Switchboard: +44 (0)1908 580000

Out of Office: (0)7831 299801

Email: pr@dominos.co.uk

**We love to feed the Media Pizza!
Please contact us for a free Pizza.**

The cost to become a franchisee is approximately €330,000 and applicants must have access to around €110,000 of their own money. Every franchisee is fully supported by Domino's in their new venture with comprehensive management and franchise training, plus ongoing support from an experienced head office team.

There are also great opportunities for Domino's franchisees to continue growing their pizza empire once they have got a taste for the business. Many existing franchisees have gone onto open additional stores to become multi-unit franchisees – in fact, some 60 per cent of Domino's franchisees now own more than one store and 40 per cent own at least three. "The sky's the limit," says Andy. "If a franchisee has proven skills operating one store, then it makes sense that they apply their experience to further units. We give extensive support to our franchisees that want to do this, such as helping them identify sites and secure planning permission, so expanding your business in a franchised system is really like doing so with stabilisers."

Those who are interested in grabbing a slice of the action in the Republic of Ireland should contact Domino's Pizza on +44 (0) 1908 580657 or email dawn.power@dominos.co.uk. Further information is also available at www.dominos.co.uk/franchising.

-Ends-

Note to editors:

Domino's Pizza UK & IRL plc is the leading player in the fast-growing pizza delivery market. As at 27 December 2009, there were 608 stores in the UK and the Republic of Ireland. Of these, 481 stores are in England, 45 are in Scotland, 22 are in Wales, 14 are in Northern Ireland, 45 are in the Republic of Ireland and one is a mobile unit. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991.

Founded in 1960, Domino's Pizza is one of the world's leading pizza delivery brands. Through its primarily franchised system, Domino's Pizza operates a global network of more than 8,700 Domino's Pizza stores in over 60 countries. Domino's Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers can order from Domino's via the national hotline 087 12121212 (Calls cost 10p per minute from a BT line. Calls from mobiles may vary) and online at www.dominos.co.uk. Orders can also be placed via SMS and to register for this service, customers should visit www.dominos.co.uk.

For more information, please contact:

The Domino's Pizza Press Office
Domino's Pizza Group Ltd
Tel: 01908 580654
E: pr@dominos.co.uk

Ref: DPGL/CM/202