



Domino's Pizza

NEWS

For immediate release

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DOMINO'S PIZZA HITS MILLION POUND MARK ON INTERNET ORDERS IN A SINGLE DAY

Domino's Pizza, the pizza delivery expert, had a record day in online sales on Saturday [October 8, 2011], taking over £1million in sales through its various web platforms. Of the £1million of orders, 13% were taken through mobile devices.

Chief Executive, Chris Moore, said: "When we launched online ordering just over a decade ago, it was a huge investment – but one that has continued to pay off, year on year. To put this achievement in context, 12 years ago we took £100k in online sales in a year, by 2000 we were taking £1m in a year and now we are taking £1million in a day. Now that's progress!"

"You really can order your favourite Domino's from just about anywhere, thanks to developments like the iPad and Android apps, and with neat features like the Pizza Tracker you can order online and sit and watch your pizza's progress – or even switch to our takeafreshlook.co.uk website and see how the dough, cheese and tomato sauce on your pizza is made. It would appear that using the information superhighway really is a popular way for customers to get their favourite food delivered."

-ENDS-

Notes to Editors:

Domino's Pizza UK & IRL plc is the leading player in the fast-growing pizza delivery market and holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and the Republic of Ireland. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany.

As at 25 September 2011, there were 702 stores in the UK, Republic of Ireland and Germany. Of these, 553 stores are in England, 47 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 49 are in the Republic of Ireland and four are in Germany.

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 9,350 Domino's Pizza stores in 70 international markets. Domino's Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers in the UK can order online at www.dominos.co.uk and customers in the Republic of Ireland can order online at www.dominos.ie. In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

For more information, please contact:

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