

# NEWS



9 January 2007

## DOMINO'S PIZZA UK & IRL PLC ANNOUNCES BOARD PROMOTION

### - Chief Operating Officer promoted to Deputy Chief Executive -

Domino's Pizza UK & IRL plc (Domino's), the UK and Ireland leader in pizza delivery, today announces the promotion of Chief Operating Officer Chris Moore, who becomes Deputy Chief Executive with immediate effect.

The promotion reflects Chris' recently assumed Board level responsibility for Domino's three commissaries, which produce a staggering 37 million fresh dough balls a year and distribute over 20 different fresh, high quality ingredients to 451 stores across the UK and Ireland.

In October 2005, Chris was promoted to Chief Operating Officer, taking on responsibility for the core operational areas of the Domino's business, including the Training and Operations Division, Human Resources and the strategic development of the e-commerce platforms, as well the strategic direction of the Sales & Marketing function. As Deputy Chief Executive, Chris retains responsibility of these areas.

Congratulating Chris on his promotion, Chief Executive of Domino's, Stephen Hemsley, says, "The Board is delighted to further recognise Chris's major contribution to the business with this promotion. It reflects the outstanding improvements he has implemented across the business, particularly in the areas of marketing and operations. I am confident that in addition he will do a tremendous job of directing the three commissaries which are at the heart of the Domino's Pizza business."

Chris has been the driving force behind many of the company's market-leading innovations which have served to build the Domino's brand in a way which is relevant to the customer and makes their ordering experience more convenient and enjoyable. One of the most successful of these was to make Domino's the first pizza company to offer nationwide online

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and interactive TV ordering back in September 1999 and e-commerce sales now account for over 12% (over £20 million) of all delivered pizzas in the UK.

Chris, 47, joined Domino's in 1990 to set up the Company's European marketing department with a remit that covered France, Holland, Belgium and Spain as well as the UK and later, Ireland. Since 1993, following the Halpern brothers' acquisition of the master franchise for Domino's Pizza in the UK and Ireland, Chris has focussed full-time on these two markets. He was appointed to the board of Domino's Pizza Group Limited in 1998 and became a board director of Domino's Pizza UK & IRL plc in 1999.

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#### Notes to Editors:

- Domino's Pizza Group Limited is the leading operator in the UK and Ireland's fast-growing pizza delivery market and is a subsidiary of AIM-listed Domino's Pizza UK & IRL plc (symbol: DOM). Domino's Pizza Group Ltd holds the exclusive licence to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.
- As at 31 December 2006, there were 451 stores in the UK and Ireland. Of these, 361 stores are in England, 34 are in Scotland, 15 are in Wales, 11 are in Northern Ireland and 30 are in the Republic of Ireland.

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- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a global network of over 8,000 stores in more than 55 countries.
- As part of a commitment to delivering more to the communities served by its stores, Domino's Pizza is proud to support Special Olympics GB and Special Olympics Ireland.

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