

# NEWS



*For internal release only*

*8<sup>th</sup> January 2008*

## **Christmas Trading Update**

Domino's Pizza UK & IRL plc ('Domino's Pizza' or 'the Company' or 'the Group') today announces total like-for-like sales growth of 17.6% for the six weeks to 30 December 2007 (2006: 13.1%).

In the 52 weeks ended 30 December 2007, like-for-like sales increased by 14.7% (2006: 9.7%).

Domino's achieved its target of 50 new store openings (2006: 46 store openings) and passed the 500th store milestone, ending 2007 with a total of 501 stores (2006: 451 stores). During the year no stores were closed (2006: two).

E-commerce platforms made a significant contribution to sales growth with total e-commerce sales in the UK and Ireland up 102% for the six week period to 30 December 2007 (2006: 43.1%).

Total online sales for the 52 weeks ended 30 December 2007 were 60.5% up on the prior year and reached £32.2million (2006: £20.1million).

Chris Moore, who became Chief Executive on 31 December 2007, said, 'Last year was a tremendous year for Domino's Pizza in the UK and Ireland. Our strong sales performance was fuelled by the strong marketing of truly innovative new products, continual improvement in customer service times which we know directly impact on propensity to re-order and the superior quality of our product'.

'I'm excited by the prospect of leading this business forward towards our goal of 1,000 stores and to maintaining the momentum of the business into 2008 and beyond'.

'The Board is confident that your Company will deliver full year 2007 profits ahead of current City expectations and will update the market further on 19 February 2008 with the publication of the Company's preliminary results for the 52 weeks ended 30 December 2007'.

**-Ends-**

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