



## MEDIA INFORMATION



For Immediate Release

10 January 2005

### **Domino's Pizza UK & IRL plc Trading Update** *Pizza Delivery Leader Announces Christmas Sales Boost*

Domino's Pizza UK & IRL plc ("the Company" or "Domino's") today announces that like-for-like sales have increased by 13.2% for the six weeks to 2 January 2005 (2003: 5.1%). The strong second half like-for-like sales performance of 8.2%, against 4.9% for the first half, has resulted in the Company achieving like-for-like sales growth of 6.6% for the full year ended 2 January 2005 (2003: 7.4%).

Average weekly unit sales hit a new record in the six week period driven by the company's most successful new product launch, a two layer pizza called Double Decadence. The launch was supported by an aggressive marketing campaign that included the company's first celebrity-led TV advertisement, starring Naked Gun star Leslie Nielsen. The Company's e-commerce platforms also continued to perform well and generated record sales of £1.2m in the six week period. This is a 61.9% growth on the corresponding period last year and now represents 5.9% of total system sales.

In line with guidance issued at the half year, the Company opened 40 new stores in 2004 (2003: 50), bringing the year-end store count to 357.

Preliminary results for the year ended 2 January 2005 will be announced on Monday 28<sup>th</sup> February 2005.

**Stephen Hemsley, Chief Executive of Domino's Pizza, commented,** "I am very pleased that we have successfully continued our aggressive expansion programme whilst also delivering robust system sales increases. The latter part of the year, including the launch of Double Decadence, resulted in strong like-for-like sales growth. In view of this performance, I am confident that we will deliver full year results in line with market expectations."

**ENDS**

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**Domino's Pizza operates an on-line Press Office and Hi-Res Picture Desk. Contact us for an access code.**

Domino's Pizza Group Limited, a subsidiary of Domino's Pizza UK & IRL plc,  
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### Notes to Editors:

Domino's Pizza UK & IRL plc is quoted on the Alternative Investment Market of the London Stock Exchange (symbol: DOM). Its subsidiary, Domino's Pizza Group Limited, is the UK and Ireland leader in pizza delivery and holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in these markets.

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