



Domino's Pizza

NEWS

1 October 2009

DOMINO'S PIZZA UK & IRL plc

*Quarter Three Interim Management Statement
13 weeks to 27 September 2009*

Domino's Pizza UK & IRL plc ("Domino's" or "the Company"), the leading pizza delivery company in the UK and the Republic of Ireland, today announces its Interim Management Statement for the 13 week period to 27 September 2009 ("the period").

The Company has seen an exceptionally strong third quarter with like-for-like sales in 501 mature stores rising by 10.8% (2008: 8.8% in 449 stores). This acceleration in sales has resulted in an increase in like-for-like sales for the 39 weeks to 27 September 2009 of 8.3% (2008: 10.5%). System sales for the period increased by 17.8% to £98.2 million (2008: £83.3 million), which brings system sales for the 39 weeks to 27 September 2009 to £294.5 million, a rise of 16.2% (2008: £253.5 million).

E-commerce sales for the period continue to show healthy growth, rising by 43.1% (2008: 77.6%). In the 39 weeks to 27 September 2009, e-commerce sales in the UK rose by 39.9% to £52.7 million (2008: £37.6 million) and online orders in the UK now account for 27.2% of delivered sales (2008: 22.6%).

The Company has opened seven new stores during the period (2008: nine), bringing the total number opened since the beginning of the year to 30 (2008: 34), creating around 800 new jobs in the UK and the Republic of Ireland. As at 27 September 2009 the Company had a total of 583 stores (2008: 535) and is well-positioned to achieve its target of 50 new store openings this year.

The Milton Keynes commissary project is progressing well and is on track to be operational as planned

by the end of the second quarter of 2010. With this phase of its infrastructure development expenditure now substantially complete, the Company looks forward to utilising its continued strong cash generation in enhancing cash returns to shareholders.

Chris Moore, Chief Executive, commented: “We are particularly pleased with our strong performance during the period as the economic environment continues to be challenging. Our tactical marketing campaigns have played a major role in our success during the period, supported by the firepower of the National Advertising Fund and the deflationary media market.

“We still have to face some tough comparatives before the year end, but by focusing on the quality of our product and the excellence of our customer service, we are ready for the challenge.

“As a result of strong trading in the third quarter, the Board believes it is on track to exceed market expectations for the full year.”

-Ends-

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Note 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.

As at 27 September 2009, there were 583 stores in the UK and the Republic of Ireland. Of these, 456 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.

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 photography, please visit the media centre at www.dominos.uk.com, contact the Domino's Press Office on +44 (0)1908 580732, or call Hogarth on +44 (0)20 7357 9477.