



Domino's Pizza

NEWS

For immediate issue

March 31, 2011

DOMINO'S WEBSITE SCOOPS DOUBLE AWARD

- Pizza delivery experts win two awards in Experian Hitwise UK Top 10 -

Domino's Pizza, the [pizza delivery expert](#), has scooped two prestigious online awards in the latest Experian Hitwise UK Top 10 programme. The awards recognise the country's leading websites.

Domino's website – www.dominos.co.uk – has been polled as the top site in both the brands and manufacturing and restaurants and catering categories for the food and beverage sector. The pizza delivery expert beat off stiff competition from other top national companies and well known household names to win two awards for 2010.

The annual Experian Hitwise UK Top 10 Awards recognise excellence in online performance through public popularity. Results are based on the internet usage of more than eight million UK internet users across over 160 industry categories. The winners are those who receive the greatest market share of visits throughout 2010. Domino's received the two awards based on the market share of visits achieved from January to December 2010.

Chris Moore, chief executive of Domino's Pizza, said: "We launched our ordering website 10 years ago and we're always looking for innovative ways to continue driving our online traffic. Online orders account for an increasingly large proportion of our business and we work hard to ensure our website allows pizza lovers to order quickly and easily. To win one award is a fantastic achievement, but to scoop two really is the icing on the cake – or the pepperoni on our pizza!"

To visit Domino's award-winning website and to order a pizza, log on to www.dominos.co.uk. For more information on the awards, visit www.hitwise.com/uk/2010-annual-awards

-Ends-