



1 November 2005

DOMINO'S PIZZA OPENS UK AND IRELAND'S 400TH STORE

AIM listed Domino's Pizza UK & Ireland plc, ("Domino's" or the "Company" or the "Group"), today announced the opening of its 400th store in Wadsley Bridge, Sheffield.

Stephen Hemsley, Chief Executive of Domino's Pizza comments: "We are pleased with the progress we are making with our expansion drive and are well on track to deliver our store opening target of 50 stores for 2005, our 20th anniversary year. This latest milestone is in line with our plan to eventually grow to between 800 and 1,000 across the UK & Ireland, by which time we will service around 80% of the population. In achieving this growth, we look forward to working with local entrepreneurs to open stores that add value to the communities we serve as well as creating employment and economic activity in the local area."

A key driver of Domino's growth has been its unrivalled e-commerce presence, remaining the only national pizza company to offer its customers the flexibility of online ordering. This week, Domino's will fulfil its one millionth interactive order since the re-launch of www.dominos.co.uk and Sky Active TV in December 2004. As at 3 July 2005, sales via interactive platforms had grown by 64% year-on-year and in that same period, 10.6% of all delivered pizzas in the UK were ordered online. Since their launch in 1999, Domino's interactive platforms have taken 2.4 million orders.

Stephen Hemsley adds, "The mass adoption of broadband and other new technologies has increased consumers' appetite for purchasing online and through interactive television. Domino's will continue to innovate to capitalise on the availability of new technologies, providing consumers with increased choice and convenience, a key growth driver in this highly competitive market."

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For further information or high quality photography please contact:

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About Domino's Pizza

- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a network of 7,945 franchised and Company-owned stores in the United States and more than 50 countries.
- Domino's Pizza is the leading player in the UK and Ireland's fast-growing pizza delivery market. Domino's Pizza UK & IRL plc is the parent company of Domino's Pizza Group Ltd which holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland.
- In September 2005, Domino's Pizza UK & Ireland won a 'Decade of Excellence' award from AIM.
- This year Domino's celebrates 20 years in the UK. The first store opened in Luton on 28 July 1985.

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