

NEWS



12 November 2004

Domino's Celebrates Five Years On AIM With The Opening Of Its First Store In The City of London

Chief Executive of AIM-listed Domino's Pizza UK & IRL plc, Stephen Hemsley, was on hand to make a landmark pizza delivery to celebrate launch of the company's first City store on Queen Street.

The lunch-time treat was a thank you to staff from the AIM team and it was Deputy Head of AIM, Mat Wootton, who took personal delivery of the pizza at the Paternoster Square headquarters of the London Stock Exchange.

The newly-opened Domino's Pizza store on Queen Street is the first to deliver to the City of London where local demand for the company's freshly-baked and delivered pizza has increased since its flotation on AIM on 24th November 1999.

Commenting on the store opening, Stephen Hemsley says, "Demand for Domino's since our IPO hasn't just been for stock – there are clearly lots of pizza lovers in the city too! I regularly get quizzed by those I meet in the city about when we will be able to offer a delivery service to their offices and now, almost five years to the day that we floated Domino's, I'm very pleased to say we can!

"We have noticed a growing trend among business people to opt for a pizza lunch instead of a sandwich, and many more employers are rewarding their staff with 'Pizza Fridays' which is great news for our business," he added.

Customers in the City can now order from Domino's Pizza by calling 020 7236 6662 or online at www.dominos.co.uk.

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

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For further information, please contact:

Isabel Podda, Buchanan Communications on 020 7466 5000

Or

Bernadette Ahmed, Domino's Pizza on 01908 580693

NOTES TO EDITORS

- 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. The first UK store opened in 1985 and the first Irish store opened in 1991. As at 27 June 2004, there were 337 stores in the UK and Ireland.
- Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Through its primarily franchised system, Domino's operates a network of 7,530 franchised and Company-owned stores in the United States and more than 50 countries.

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