

NEWS



2 November 2002

DOMINO'S SCOOPS PAPA AWARD

Domino's Pizza, the world's leading pizza delivery firm has been named Pizza, Pasta and Italian Food Association (PAPA) Pizza Delivery / Takeaway Chain Overall Operator of the Year.

The award was given to Domino's as a result of the innovative, commercial approach the company has taken over recent years, resulting in the opening of 150 new stores and the creation of 2500 new jobs since 1997. Franchisee enquiries are up by 25% and, in the first six months of 2002, the company saw a rise in sales of 24.6% and pre-tax profits were up 45.6%.

Developments contributing to this exceptional success include:

- The refurbishment of 70% of stores
- An increase in training investment
- Improvements in products and services
- An innovative marketing and communications strategy, with the first ever national, terrestrial TV advertising campaign, helping to increase brand awareness to over 85%

The award was assessed by a panel of independent judges who looked at a shortlist of four delivery and takeaway operators. Mystery customer visits were also undertaken as part of the judging process.

Stephen Hemsley, Chief Executive, Domino's comments "We are delighted to receive this award. It is recognition of the hard work that that has been going on throughout the company and in every Domino's store. We believe that our results have delivered success and opportunity not just to Domino's but to the pizza delivery industry as a whole."

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Jim Winship, Chairman, PAPA "Domino's has demonstrated over the last few years that it is a market leader in the pizza delivery field. Our judges were impressed by Domino's high standards, excellent results and commitment demonstrated by everyone in the company."

For further information please contact:
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Notes to Editors:

- Domino's Pizza Group Limited is the UK and Ireland master franchisee for the world's leading pizza delivery company. The first UK store opened in 1985 and today there are 260 stores in the UK and Ireland.
- Founded in 1960, Domino's Pizza, the recognised world leader in pizza delivery, operates a network of over 7,000 company owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.

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