

NEWS



16 August 2007

DOMINO'S PIZZA LAUNCHES UK'S FIRST EVER TEXT MESSAGE PIZZA ORDER SERVICE

Domino's Pizza today announces the launch of the UK's first ever SMS pizza order service. By texting 61212, customers of the UK and Ireland's leading pizza delivery company can now order any one of Domino's 88 million freshly made pizza, from all of its 470 stores, straight from their mobile phone and have it delivered piping hot to their door.

As part of its mission to deliver exceptional service, Domino's has developed the SMS platform to appeal to its target customer of busy people on the go who want to order pizza in the most convenient way possible. Over 2,000 users have already signed up for the service since trials went live in July.

Domino's already offers customers more ways to order than any other pizza company and the new SMS ordering system consolidates the company's position as an innovative multi-channel retailer. Customers can already place orders by phone, via the national hotline (087 12121212), in-store and online at www.dominos.co.uk. And Domino's internet ordering service, which was the first of its kind when it was launched in the UK in 1999, now accounts for 14% of the company's delivered pizza sales, and is the fastest growing area of the business.

Drawing on technology used by the congestion charge SMS service, the Domino's text service requires little more than a five minute initial set-up online. To register customers simply create their favourite menus giving them each an easy-to-remember name, their delivery address and mobile number prior to placing their first order. Customers then text the name of their chosen menu directly from their mobile phone. Customers can opt to securely input their credit card details when registering so that they can use this card when they order, or pay with cash upon delivery.

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Chris Moore, Deputy Chief Executive at Domino's Pizza, says, "This is the UK's first ever SMS based pizza delivery service and is yet another example of Domino's providing an industry-first, innovative sales channel that appeals to our customers and will ensure we remain at the forefront of multi-channel retailing. The increasing penetration of broadband in the UK and shift to using mobile phones for so much more than making calls has helped shape our strategy to use mobile technology in this way. And ordering via this service will be even easier than picking up the phone.

"The SMS development would not have been possible without the success of our online offer which now accounts for over 14% of our delivered pizza sales and is our fastest growing route to market."

The SMS technology took six months to develop and involved integrating Domino's Pizza's existing internet ordering system with SMS software provided by New Zealand based, Altaine Limited. Vexed Digital provided the web fulfilment technology.

- Ends -

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Notes to Editors:

- Domino's Pizza UK & IRL plc holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland.
- Domino's Pizza is the leading player in the UK and Ireland's fast-growing pizza delivery market with 470 stores. Of these, 376 stores are in England, 35 are in Scotland, 16 are in Wales, 11 are in Northern Ireland and 32 are in the Republic of Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.

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- As part of a commitment to the communities served by its stores, Domino's Pizza is proud to support Special Olympics GB and Special Olympics Ireland.
- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's Pizza operates a global network of more than 8,000 stores in over 50 countries.

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