



FOR IMMEDIATE RELEASE

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Domino's Pizza announces strong start to the year

Australian owned and operated, Domino's Pizza Enterprises Ltd ("Domino's Pizza") announced a strong start to the financial year with the first four months of trading exceeding Company expectations at the Annual General Meeting today.

Domino's Pizza Chief Executive Officer Don Meij said the Company was currently on track to deliver the forecasted results for 2007-08.

"At the present stage both sales and profits are ahead of expectations, however it is too early to make any change to our year end guidance. We expect to be able to provide updated guidance closer to the end of the first half of our financial year. Management remains optimistic but not complacent with eight months of trading ahead," Mr Meij said.

"Our European business is already profitable and performing exceptionally well. Our European organic store expansion is currently ahead of plan, with international growth set to become a significant part of our business over the next three years."

Domino's Pizza's growth is expected to continue with new store openings, same store sales increases and innovation through new technology, menu items and advertising.

"We expect to strengthen our brand in all five countries. We have recently launched a new brand campaign in Australia and New Zealand which will be supported by strong promotional activity in 2008," he said.

"Domino's Pizza will become the third largest fast food advertiser in France (behind the two Burger chains) with the launch of our TV advertising in early 2008. In the Netherlands, we will continue to increase our TV presence."

The Company also announced it expected the prices of various commodities used in Australia and New Zealand to increase in January 2008.

"As we make our pizzas with fresh, quality ingredients the prices of various commodities are obviously of importance to our overall margins," he said.

"At this stage, Domino's Pizza believes it has put strategies in place that will largely negate earnings impacts from the commodity price increases."

The Domino's Pizza European business reported commodity price rises in the current financial year, however the Company believes the impact of these price rises has been minimised and profits and sales continue to be ahead of expectations.

Domino's Pizza Enterprises Ltd is Australia's only publicly-listed pizza company and is the master franchisor for the Domino's Pizza brand in Australia, New Zealand, France, Belgium and the Netherlands. Across these markets, the Company and its franchisees operate 677 stores. In Australia and New Zealand, the 472 stores employ more than 11,000 franchisees and team members, making more than 50 million pizzas each year.

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*For further information, interviews or to arrange a photo contact:
Mel Deacon, Head of Communications, Domino's Pizza - 0404 470 953*