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Media Release

Franchise push to deliver Domino's growth

Australia's largest pizza maker, Domino's Pizza, will focus on increasing its franchise footprint to expand into new territories and fulfil existing store opportunities across Australia and New Zealand during the next 12 months.

With a 46% (Euromonitor 2008) share of the Australian pizza market, Domino's has mapped out further growth areas of the business which according to Domino's Franchise Development Manager Pat McMichael include metro and regional store strategies.

"We launched our three year strategic plan recently and we are very keen to grow our store presence in metro areas such as Melbourne and Sydney where we haven't had a lot of store count growth in recent years," Mr McMichael said.

"Regional areas are also another aspect of our business where we are yet to explore the full potential. As we develop our regional store strategy, you will see us drive the business into key regional areas across the country.

"Currently we have approximately 55 new store territories across Australia and New Zealand, which we are actively looking for franchisees for. These territories include both metro and regional locations which Domino's has selected as areas of significant growth potential.

"The key to unlocking the success of these new growth areas is in recruiting passionate and business-savvy franchisees who are willing to work hard to build a successful business with a recognised brand like Domino's."

Over the past 12 months Domino's has seen franchisee applications increase two fold and Pat McMichael said the timing couldn't be better for both the prospective franchisee and Domino's.

"Over the past few years Domino's has maintained steady growth while focusing on the operations of the business, improving all aspects of our product, service and image. This also included the successful launch of our new menu in February and the investment into online as a key driver of our business," Mr McMichael said.

"Now that we have made significant inroads and experienced strong results from it, we are moving to the next phase of our future plan which is opening more stores and actively seeking new franchisees," Mr McMichael said.

"This is great timing for prospective franchisees as they can reap the benefits of the investment we have made in the business."

Domino's Pizza Enterprises Ltd and its franchisees have 516 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 50 million pizzas each year.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Securities Exchange in May 2005.

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For media information:



Sarah Morgan, Public Relations Manager - **Domino's Pizza**
0400 750 022 or sarah.morgan@dominos.com.au

New territories available:

Queensland

Bargara, Bowen, Gatton

South Australia

Gawler, Glenelg, Muno Para, Port Augusta, Port Lincoln, Port Pirie, Victor Harbor, Whyalla

Victoria

Balwyn, Black Rock, Box Hill, Brighton, Brunswick, Chelsea, Clayton, Coburg, Craigieburn, Doncaster, Epping, Greensborough, Glenferrie, Glen Waverley, Hawthorne, Keysborough, Mentone, Oak Park, Reservoir, Richmond, South Yarra, Sunbury, Wheelers Hill

New South Wales

Belrose, Canley Vale, Kellyville, Newport, Mossman, Manly, Palm Beach / Avalon, Casino, Griffith, Inverell, Scone, Kingscliff, Murwillumbah

Northern Territory

Alice Springs, Katherine

Western Australia

Cottesloe Beach, Broome, Karratha, Esperance, Port Headland

For franchise information please contact franchise.recruitment@dominos.com.au