



15 September 2009

Media Release

Domino's to expand in Melbourne

Australia's favourite pizza company, Domino's Pizza, today announced expansion plans for its Melbourne market, adding to its 40 stores and 16 Domino's 2Go! Stadium stores already open.

Domino's opened its first store in the southern state in July 2004 and since then Victorians have shown their love of pizza by eating their way through more than 12 million Domino's pizzas.

Domino's Chief Development Officer Andy Masood said this second phase of store development was part of the Company's strategic plan to grow the brand in Victoria.

"Domino's currently has a strong store presence in Melbourne and key regional areas but there is still a lot of opportunity to expand further. We know the market has the capability of reaching 80 stores," Mr Masood said.

"With more than 40 stores currently open we are half way to achieving our goal. We are now in the process of securing sites for the other 40 territories we have highlighted as excellent locations for a Domino's store.

"This is great news for the local economy. Not only will these new stores boost local jobs, we are also on the lookout for new franchisees to join the Domino's team."

Mr Masood said the first step was to secure potential sites within the 40 territories already pinpointed by Domino's as key locations with strong growth opportunities.

"While we know the areas we want to open a Domino's store, finding suitable sites with good amenities, public access, parking and high exposure can take time," Mr Masood said.

In August, Domino's announced it will open between 40-50 new stores across its five countries before the end of June 2010, as part of the Company's long term goal of operating 1,600 stores within 18 years.

Domino's Pizza Enterprises Ltd and its franchisees have 518 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.

ENDS

Domino's site selection criteria:

- Size around 100m² with minimum shop frontage of 6m
- Ample public access car parking
- Good tenancy mix
- Three phase power, air conditioning, grease trap and gas line preferable



Domino's is interested in site locations within the following areas:

Ivanhoe	South Yarra (Prahran)
Richmond	Balwyn
Oak Park	Greensborough (Diamond Creek)
Hawthorn	Box Hill North
Ringwood	Port Melbourne
Keysborough	South Melbourne (Albert Park)
Epping (Thomastown)	Rye
Coburg (Essendon 2)	Wheelers Hill (Mulgrave)
Oakleigh	Black Rock
Glenferrie	Doncaster East
Reservoir	Lilydale
Glen Waverley	Key Junction
Caroline Springs	Mentone
Clayton	Brighton
McCrae	Glenroy

For further information about Domino's store development please contact **Andy Masood - andy.masood@dominos.com.au**

For media information:

Sarah Morgan
Public Relations Manager

Domino's Pizza

0400 750 022 or sarah.morgan@dominos.com.au