



Media Release

7 September 2009

Domino's launches theme park stores

Australia's favourite pizza company, Domino's Pizza, today announced its expansion into theme parks with 'Domino's 2Go!' stores set to open at Sea World and Wet 'n' Wild Water World on Saturday 12 September.

Domino's Chief Development Officer Andy Masood said the 'Domino's 2Go!' concept provided the right model for the Company to expand into the theme park arena.

"We are excited to announce our move into theme parks. Our first two 'Domino's 2Go!' outlets will open at Sea World and Wet 'n' Wild next Saturday," Mr Masood said.

"The 'Domino's 2Go!' model, which has been rolled out in sports stadiums across Australia, has been adapted to suit the theme park environment. Customers will be able to choose from a selected Domino's menu items tailored to individual sizes.

Warner Village Theme Parks CEO Tim Fisher said the introduction of Domino's to the theme parks would increase the variety of food available in the parks, increasing the choice for the consumer.

"Domino's is a popular brand which is renowned for its quality and service efficiency. We believe the brand will be an excellent fit for our theme parks," Mr Fisher said.

The two 'Domino's 2Go!' stores will be operated by Sea World and Wet 'n' Wild staff who have undergone extensive training to ensure products are made to Domino's specifications.

"Team members and supervisors from both theme parks have undergone Domino's training to ensure all products are made and served the Domino's way. This means no jobs will be lost as part of this partnership," Mr Fisher said.

"Senior staff from Domino's will be on site during the initial stages to help the team gear up for the busy holidays ahead."

Customers will be able to choose from a selection of items including six individual sized pizzas, two pastas served in a box, choc lava cake, garlic bread and cheesy sticks as well as a selection of drinks.

The 'Domino's 2Go!' store at Sea World will be located in the Plaza Pie Shop, which will close on Friday 4 September to undergo transformation.

At Wet 'n' Wild, the 'Domino's 2Go!' store will be located in Kahuna's.

The 'Domino's 2Go!' store design is part of the Company's new image stores which incorporate softer tones and wood panelling to provide a welcoming but contemporary environment.

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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