



Media Release

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Domino's digital fans growing in numbers

Domino's Pizza Enterprises Ltd ("Dominos") are cementing their position as number one Quick Service Restaurant (QSR) online, with their digital presence skyrocketing in recent months, as their social media fans and iPhone users continue to grow at exceptional rates.

Since launching in November last year, the Domino's iPhone ordering App has been downloaded by more than 300,000 people with sales continuing to surpass original expectations.

While on popular social networking sites, Domino's fans and followers have grown to more than 30,000 on Facebook and more than 3,000 on Twitter in recent months, with Domino's Pizza Australia now ranked within the top 100 Australian companies on Facebook based on fan count.

Domino's CEO Don Meij said the numbers were astonishing and it proved Australians are tech-savvy individuals who like to connect with brands online.

"Having our iPhone app downloaded more than 300,000 times in the six months since launch has absolutely blown us away! We believe this is the equivalent of our App being on one in four iPhones across Australia," Mr Meij said.

"On Facebook we have seen a 300% growth in our fan base in the past two months. This growth is the result of dedicated Facebook initiatives we have done recently such as the Mission Australia fundraiser where we donated 50cents for every new fan who joined our page during the six week period – raising a total of \$6,500 for Mission's HUSH for Homelessness 2010 campaign."

Don Meij said social media also allowed the company to receive instant feedback and comments from customer, both positive and negative, which has helped Domino's build customer loyalty and rapport.

"We monitor our social networking sites every day and respond immediately to any issues or concerns from our fans. People love to share information and the popularity of online social networking has made word of mouth a much stronger communication tool than it used to be," Mr Meij said.

"Our overall marketing communication strategy now includes dedicated social media initiatives which we see growing in the future."

Domino's online ordering currently accounts for 29% of total sales and this is set to grow with the launch of the iPad and further developments to the online estore in the near future.

Domino's Pizza Enterprises Ltd and its franchisees have 522 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 60 million pizzas each year.

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

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