



Media Release

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Square Puff gives customers box full of pizza

Australia's largest pizza delivery expert, Domino's Pizza, has tackled the large pizza debate head-on, with today's launch of their new Square Puff pizza, which gives customers a box full of pizza.

Domino's CEO Don Meij said the Square Puff pizza was unique to Domino's and focuses on giving customers a premium quality product for amazing value.

"Our new Square Puff pizza is all about giving customers a full size, bigger pizza on our most indulgent Square Puff pastry crust topped with premium quality ingredients for only \$7.95," Don said.

"You can't get any better than a box full of pizza – our Square Puff goes right to the edge and fills the whole pizza box!

"It's about giving customers what they want and we are proud of our Puff pastry crust, something that is unique to Domino's. We know customers will love it!

"Our customers expect great value from us and we are committed to continuing to offer fantastic products at a great price. However, at the same time we want to push the boundaries and give customers a unique product packed pull of premium quality ingredients which still offers value."

Over the past 18 months Domino's menu has undergone a huge transformation, from the launch of the Good Choice Range and Oven Baked Sandwiches to the revamp of their Supreme pizza and introduction of a new tomato sauce with 40% more herbs and a little zing.

As part of the Square Puff promotion Domino's is also launching a new pizza, the Double Beef and Bacon with 100% Aussie ground beef, real rasher bacon and pepperoni finished off with American-style mustard and mozzarella cheese.

From today customers can get any Traditional or Value pizza, including the new Double Beef and Bacon, on Square Puff from just \$7.95 pick up. To place your order contact Domino's on 1300 DOMINOS, order online at www.dominos.com.au or via our iPhone App.

Domino's Pizza Enterprises Ltd and its franchisees have 522 stores across Australia and New Zealand, employing more than 14,500 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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