



Media Release

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Domino's thanks Australians for successful year

In a year that has seen "Global Economic Crisis" become a common term, Australia's favourite pizza company, Domino's Pizza Enterprises Ltd, has put out a big thank you to customers who have helped the company enjoy amazing growth over the past 12 months.

Domino's CEO Don Meij said the 2008/09 financial year was a milestone year for the Company with the launch of a new menu and premium quality ingredients but highlighted it was just the beginning of new era for Domino's.

"The past 12 months have been very exciting for us. Our new menu has been a great success and our customer have really rewarded us for the changes we have made with new premium quality ingredients and the introduction of new made-to-order pastas, pizzas and desserts," Mr Meij said.

"We have our customers to thank for this amazing growth we are experiencing. Since we introduced wider variety and value we are seeing more people through our doors, more stores opening including our stadium stores at grounds around Australia and pizza sales in excess of 50 million pizzas a year."

Over the past 12 months Domino's has listened to and responded to customers' needs and changing lifestyles with the introduction of five made-to-order pastas, new Big Taste Range pizzas, dipping sauces and an award nominated Choc Lava Cake – all offering the same great value Domino's is known for.

The new menu launch also saw the introduction of revitalised packaging for all products, which incorporated fresh ingredients and product attributed.

Domino's has also reinvested savings from reduced commodity prices into new premium quality ingredients including fresh baby spinach, vine-ripened grape tomatoes, fresh Australian Feta, large juicy prawns and decadent desserts.

The success of the new menu launch and the spike in consumers moving from restaurants and cafes into the pizza delivery space meant the company also called for Australians to fill more than 2,500 jobs nationwide.

"The success of our new menu and the increased number of people preferring to order in than eat out meant our stores across Australia were in need of more than 2,500 drivers and pizza makers," Mr Meij said.

"In an economic environment which has seen many companies reducing staff numbers we were able to go out there and offer jobs in all areas of the country and this was thanks to our customers voting with their feet and choosing Domino's."

While the past 12 months have been successful for Domino's Don Meij said this was just the beginning.

"What's more exciting is this is just the start of what customer can continue to enjoy from Domino's.

"Over the next 12 months we are continuing to focus on improving our ingredients such as new beef, bacon and chicken including reducing the salt on our existing ingredients," Mr Meij said.



“We also have a number of new menu items set to be delivered to the market including a new Sticky Date Pudding dessert which will launch in two weeks time. Greater choice with our pastas and pizzas will mean customers can tailor a meal solution to suit them.

“Apart from our new products we are introducing new Hot Cell bags and cooler bags to ensure all products, whether it be a piping hot pasta or dessert or an ice-cold bottle of Coke, arrive fresh.”

Domino's Pizza Enterprises Ltd and its franchisees have 521 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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