



Media Release

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Domino's appoints Maxus as new media agency

Australia's largest pizza delivery company, Domino's Pizza Enterprises Limited ("Domino's") today announced it has appointed media buying agency, Maxus, to lead the Company's media strategy across Australia and New Zealand.

Maxus will commence on 1 November 2011 and will lead Domino's television, print and outdoor media buying.

Domino's CEO Don Meij said he is excited to welcome Maxus to the Domino's team and is looking forward to a long-term, successful partnership.

"I am delighted to welcome the Maxus team to the Domino's family and look forward to seeing the team take us to a whole new level in the future," Don said.

Domino's Chief Marketing Officer Allan Collins said the decision to appoint a new agency came after the Company undertook a review of its current media buying partnership with Mitchells.

"After a long relationship with Mitchells, we have made the decision to move to Maxus due to them presenting a very compelling proposition for Domino's franchisees to achieve greater cost efficiencies in their media buying," Allan said.

Maxus COO Mark McCraith said his team was excited at the opportunity to work with Domino's.

"We are delighted and excited to be working with such a dynamic brand as Dominos, which operates in a complex and extremely competitive marketplace. We look forward to delivering more added value to their business," Mark said.

Maxus is part of GroupM, Australia's largest Media Buyer with \$1.8 billion under management.

Domino's and its franchisees have 553 stores across Australia and New Zealand, employing more than 16,000 part-time and full-time staff who make more than 50 million pizzas each year.

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For further information:

Amy Smith, Domino's Public Relations Co-ordinator, 0447 158 270 or
amy.smith@dominos.com.au