



Media Release

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6 May 2011

Domino's new stores turning over \$1m from day one

Australia's favourite pizza company, Domino's Pizza, has been rapidly expanding in Melbourne, with current business booming and various new sites set to open over the next few months, each creating high revenue and new jobs.

The newest stores to open in Melbourne, Domino's Clayton and Domino's Caroline Springs, have been enjoying immediate success, predicting a turnover of over one million dollars in their first year.

Domino's Chief Development and Franchising Officer, Patrick McMichael said that this growth and success reflects the strength of the brand in the area after a lot of hard work.

"Over the past year we have all been working really hard to facilitate the growth of our brand in Melbourne, and we are now starting to reap the benefits," he said.

"Current franchisees are enjoying the increased profits and larger customer base that comes with each new store that opens. New franchisees are being drawn to our strong brand position, solid financial results and the success of other franchisees in our network – people want to franchise with a reputable brand with proven success.

"As well as opening up our high quality, value for money menu range to new customers and delivering high profits for owners, new Domino's franchises means more jobs.

"On average, each new store takes on around 25 staff, from managers to delivery drivers, and gives them endless career opportunities. I myself started at Domino's as a store manager and have now been with the company for over 20 years."

While Domino's has new and existing store opportunities available right across Australia and New Zealand, Mr McMichael said the Melbourne market and regional areas continue to be the main focus for growth.

"There is still room for us to continue to expand in Melbourne, and we have several sites currently available for purchase in great locations like Brunswick, Doncaster East and Ringwood," Mr McMichael said.

"We are also developing a dozen more sites at the moment, which will soon be ready for sale.

"The growth in the Melbourne market is very exciting for all involved, and we have every confidence that this growth is set to continue."

Information on becoming a Domino's franchisee, new and existing stores available and application details can be found at www.dominos.com.au/franchising.



Domino's Pizza Enterprises Ltd and its franchisees have 540 stores across Australia and New Zealand, employing more than 15,000 part-time and full-time staff and making more than 60 million pizzas each year.

ENDS - For further information, interviews or images contact:

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