



Media Release

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Domino's largest franchisee face of Hawaiian campaign

Australia's favourite pizza company, Domino's Pizza, has launched their new and improved Hawaiian pizza with a campaign that features their largest franchisee, Nick Knight.

The new Hawaiian pizza, with sweeter, juicier late harvest pineapple, tastier champagne ham and more mozzarella cheese is the latest in a line of new and improved pizzas from Domino's, showing that they are listening to consumer's calls for higher quality ingredients and better tasting products.

Domino's CEO Don Meij said the Company wanted to use a real franchisee for the campaign to show customers it is proud of the recent improvements to its menu.

"Our latest Hawaiian pizza campaign is another step in our journey to provide customers with better quality ingredients which results in tastier pizzas," Don said.

"Our commitment to this runs deeper than simply product development, it's at the heart of all of our stores and team members across Australia. That's why we wanted to use one of our franchisees to communicate this message."

Nick is the owner of 12 Domino's franchises across Sydney and regional New South Wales, including one of the busiest Domino's stores, Elizabeth Street in Sydney's CBD, and a store in Tamworth, Nick's home town.

Introduced to Domino's Pizza as a Friday night family treat, Nick started working at Domino's to save for his first car. After working as a CSR, Store Manager and Franchise Trainer, Nick realised his true calling was to be a Franchisee, and started out as a 50 per cent partner in Domino's Elizabeth Street.

About six months later the partnership purchased two more stores, and in 2006 Nick was able to buy out his partners and become the full franchisee. Turning his passion for pizza into a thriving business, he has grown his network to 12 franchises.

Nick has been recognised within Domino's with several awards and esteems, including having several stores in the 'Million Dollar Club' and winning two Domino's International 'Gold Franny' Awards in 2009 and 2010, an award that recognises the best store results from Domino's franchises across the globe.

"Nick is a true Domino's success story, and his excellent customer service and passion for our products made him the obvious choice to promote the new Hawaiian pizza," Don said.

As the face of the campaign, Nick will be seen on Domino's television commercials nationally.

Nick says that he was excited to have the opportunity to be involved in the campaign.

"It's great to be recognised in a way that will see me as the face of what I am sure will be a great campaign, although it was a little daunting!" Nick said.



Domino's Pizza Enterprises Ltd and its franchisees have 541 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:

Sarah Broad, Domino's Communications Manager – 0400 750 022 or sarah.broad@dominos.com.au