



# Media Release

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## **Domino's leaps ahead with mobile ordering**

Australia's favourite pizza company, Domino's Pizza, is now more portable and accessible than ever with the launch of a Mobile Ordering Site for all internet enabled mobile devices.

Domino's new Mobile Ordering Site is the most advanced Quick Service Restaurant (QSR) mobile ordering site in Australia.

The launch pushes Domino's even further ahead in its drive to offer customers more ways to order their favourite pizza.

Domino's CEO and MD Don Meij said the launch of a dedicated Mobile Ordering Site will help drive the Company's digital sales to never-before-seen heights in the Australian online industry.

"It's no secret that our digital business is the way of the future for us. In fact, over the next three years we know that more than 50% of sales will be from this side of our business," Mr Meij said.

"What's even more exciting is our goal to have more than half of our digital sales coming from a portable device such as a mobile or tablet. This will mean more than 25% of our total sales are from customers who are using new hand-held technologies to order their favourite things.

"We strongly believe in investing significant time and money into this platform and are already looking at ways to grow our digital footprint even more in the future."

Mr Meij said Domino's aim was to drive portability and ensure customers could order a pizza anywhere and anytime.

"We know traditional methods of ordering pizza – such as walking into store or using your home phone to dial in an order – no longer resonate with our customers. We need to move with them and offer greater possibilities," Mr Meij said.

"It's all about having the freedom to be wherever you are, doing whatever it may be but still be about to place an order with Domino's without putting your life on hold."

The launch of the Mobile Ordering Site follows the hugely successful launch of Domino's iPhone App in November 2009, which was an Australian first.

Within three months of the launch more than \$2 million in sales were achieved through the iPhone App and to date the app has been downloaded more than 600,000 times by tech-savvy consumers.

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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