



media release

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Domino's named Forbes top franchise

Domino's Pizza International has been named as the No. 1 "Best Franchise for the Money" in Forbes Magazine's annual franchise list.

The 100 most recognised franchise operators were researched to determine which brand-name franchise offered the best value for money.

Domino's Pizza Enterprises Ltd CEO and MD Don Meij said the US award highlighted the Company's strong focus on being a franchise of choice for people looking to take hold of their own future.

"This award is a fantastic achievement for the Domino's brand globally. In every market we operate in we put a strong focus on the franchise side of our business, its part of our growth strategy and one which we take seriously," Mr Meij said.

"With proven results across our five countries and a network of support, a Domino's franchise offers so much to people willing to invest and work in their own business.

Mr Meij said franchise enquiries in Australia were at all time high as Domino's continued its plan to open 35 stores before the end of 2011.

"I think in Australia particularly we are bucking the trend in terms of availability of suitable franchisees and finding quality sites for our stores," Don said.

"We have welcomed a lot of new franchisees to our team over the past few months and we are being inundated with new enquires from people who want to invest in a Domino's franchise.

"As we continue with our plan of opening 35 new stores before the end of this calendar year we have secured some fantastic new sites for our stores. We are excited to get new franchisees into these stores and the doors open for business as soon as possible."

Domino's Pizza is the market leader in the Australian pizza industry with more than 46% market share in the chained pizza category.

The Company and its franchisees have 540 stores across Australia and New Zealand, employing more than 15,000 part-time and full-time staff who make more than 50 million pizzas each year.

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