



Media Release

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Celebration of freshness continues with new store design

Australia's favourite pizza company, Domino's Pizza, has continued its fresh new approach to pizza with the unveiling of a new store design for its stores across Australia and New Zealand.

The new contemporary designed Domino's Pizza stores, which were launched earlier this year, have started to roll out with nine stores already undergoing the transformation and a further 12 stores expected to be completed by the end of September.

Domino's Pizza Chief Development Officer Andy Masood said the new-look design was focused on improving the overall customer experience.

"The new-look store design has a very different feel to our current model. The softer tones and wood panelling provide a more welcoming but contemporary feel for customers," Mr Masood said.

"We've moved away from the bright florescent lights and introduced a more subtle design palette which still incorporates the red and blue of the Domino's logo.

"With the focus on improving the customer area of our stores, the new concept creates a modern environment for customers while also making the menu and front counter easier to navigate."

Design elements of the new look include a combination of natural rock feature walls, timber panels, recessed ceilings with shadow lights, repositioned menu boards and wall graphics.

The finished product is the result of months of design development which has been brought to life with the help of designer Lubo Barnovic.

A large selection of materials, colours, graphics and finishes have been developed as part of the new concept to ensure stores can tailor the look to suit their geographical location, size and shape of their store.

Domino's CEO Don Meij said the new store design is part of Domino's overall reinvigorated brand positioning which is designed to give customers a better overall experience.

"Customers have told us they want more from us, and we've listened. That's why we have created this new store concept designed to show our customers we are serious about providing the best quality, service and standards in all our stores," Don said.

"This is about re-energising our stores and building a stronger focus on what our customers want going forward.

"From the moment customers walk into our stores, they'll notice a change for the better. This is a huge move for us, but one we are confident will help us reconnect with our customers as we continue to reinvigorate the way we sell pizzas.

"This is only the start for us and over the next three years we will continue to introduce more customer-focused initiatives, to boost our brand and reinvent what people think about us."



Domino's Pizza Enterprises Ltd and its franchisees have 521 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 50 million pizzas each year.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Securities Exchange in May 2005.

ENDS

Additional information

New image stores:

Aitkenvale (Qld)
Mt Gravatt (Qld)
New Farm (Qld)
Newmarket (Qld)
Kingston (Tas)
Swan Hill (Vic)
Woodville Park (SA)
Koutu (NZ)
Masterton (NZ)

Stores to be completed by September:

Clayfield (Qld)
Kedron (Qld)
Kirwan (Qld)
Hermit Park (Qld)
Darwin City (NT)
Palmerston (NT)
Mandurah (WA)
Bentley (WA)
Victoria Park (WA)
Belconnen (ACT)
Glenorchy (Tas)

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