



Media Release

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Domino's iPhone app passes \$1m in sales in less than 8 weeks

Christmas has come two days early for Domino's Pizza Enterprises Ltd ("Domino's") with the Company passing more than \$1 million in sales via their iPhone app today.

The Australian designed and built Domino's iPhone app launched in November and to date more than 150,000 people have downloaded it.

Domino's CEO Don Meij said this huge milestone for the Domino's iPhone app has come early with sales far surpassing the Company's expectations.

"This is huge news for us and we couldn't be more thrilled with the results we are already achieving with our iPhone app. Within one week of launching we were the most popular free app in Australia and to achieve more than \$1 million in sales in such a short time is amazing," Don said.

"While we knew customers would love the freedom of ordering from the palm of their hand we could have never imaged it would be this huge in less than two months.

"It shows us our customers love ordering from their iPhone app and that it's not just another novelty app.

While the Domino's iPhone app in its own right was a first for the Company, the associated marketing campaign was also developed differently to other promotions.

"We had to think differently when launching our iPhone app, we knew we couldn't launch it in the same way we do our pizza and menu promotions," Don said.

"Social media and online played a key role in unveiling the app and engaging with consumers. Our iPhone app is not just about ordering, it's about an overall experience and giving freedom and control back to the customer. With this in mind our marketing campaign utilised Twitter, Facebook and YouTube to initiate two-way communication with our target audience."

The launch of the iPhone app in November was part of Domino's digital strategy to be at the forefront of technology within the pizza market and digital commerce platforms in Australia.

"Technology plays such a huge role in people's lives these days and that shouldn't change when it comes to ordering a pizza. We have one of the most dynamic online ordering websites and we haven't stopped there.

"Our Australian designed and built dedicated iPhone app is evidence of our continued commitment to being the market leader when it comes to innovation and technology."

Domino's Pizza Enterprises Ltd and its franchisees have 518 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 60 million pizzas each year.

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

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