



Media Release

FOR IMMEDIATE RELEASE

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Domino's passes \$1million in mobile sales in one week

Domino's Pizza Enterprises Ltd ("Domino's") is fast becoming one of Australia's top e-commerce companies with more than \$1million in mobile sales recorded in one week.

This milestone comes just one week after the official launch of Domino's Mobile Ordering Site which can be used to order pizza from any internet enabled mobile device.

Domino's CEO Don Meij said topping the \$1million in sales milestone in such a short space of time was an incredible achievement.

"Our focus on the digital side of our business and commitment to ensuring portability for our customer is already showing fantastic results," Mr Meij said.

"To achieve more than \$1million in sales through mobile devices in one week is a huge milestone! We didn't think we would achieve this so soon after the launch of our dedicated Mobile Ordering Site.

"This really shows our customers love the ability to order their favourite pizza while on the go. It's like a personalised Domino's store in your pocket, accessible anywhere, anytime."

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.

Recently, Mr Meij said that over the next three years Domino's will have more than 50% of sales coming from the digital side of our business.

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.

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.

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