



Media Release

FOR IMMEDIATE RELEASE

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Supreme is King once again!

Domino's focus on reinventing its 50 year old Supreme recipe is already paying off two weeks into the relaunch with the Supreme pizza now overtaking the Meatosaurus as the Company's number one selling pizza.

Domino's CEO Don Meij said he wasn't surprised with the results considering the new recipe with real rasher bacon, 100% Aussie ground beef and a new tastier tomato sauce performed exceptionally well in research.

"Our Supreme pizza had been neglected for a long time and we needed to do something new and exciting to it, but we had to get it right," Don said.

"Research showed us that 45% of people would buy the old recipe, not a great statistic! So we tried and tested new Supreme recipes until we developed on everyone loved.

"We were thrilled with the end results – a tastier Supreme pizza with real rasher bacon, 100% Aussie ground beef and now new zestier tomato sauce.

"What's more important is 82% of people would buy the new Supreme, a statistic we got excited about!

"Our customers agree with sales of our Supreme now overtaking our Meatosaurus as the number one selling pizza here in Australia."

Domino's has also used its presence on social media to seek people's feedback on the new Supreme recipe.

A Facebook poll run this week found that 43% of the almost 1,400 people who voted thought the best change to the Supreme recipe was new Rasher Bacon.

Don Meij said social media, particularly Facebook and Twitter, played a significant role in every campaign now.

"We have more than 30,000 fans on Facebook and 3,000 followers on Twitter and it's a great way for us to connect with our customers and seek their feedback and opinions about what we are doing," Don said.

"Our Supreme poll on Facebook this week captured almost 1,400 people, a great result in such a short time!

"We now include a social media element in every campaign to help drive customer loyalty and share information directly with people who are Domino's fans."

Domino's Pizza Enterprises Ltd and its franchisees have 522 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.

ENDS - For further information, interviews or images contact:

Annelise Proctor, Public Relations Assistant, Domino's Pizza – 0447 158 270