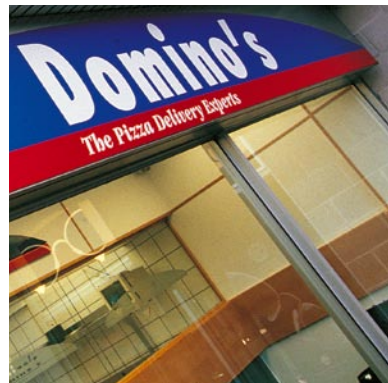




Domino's Pizza Information



Relax, it's Domino's®

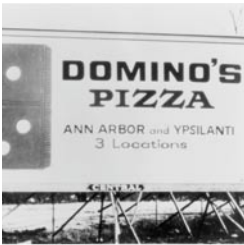
www.dominos.co.uk

www.dominos.ie

our roots

Domino's Pizza was founded in the United States in 1960 by a man called Tom Monaghan.

With \$500 in his pocket, Tom joined forces with his brother and together they opened a pizza delivery store in Ypsilanti, Michigan. They named it DomiNicks.



A year later, Tom traded his Volkswagen Beetle car for his brother's share of the store and later renamed his business Domino's Pizza. The three dots on our logo represent the three stores that Tom originally planned to open.

Through a little known format now called franchising, Tom enabled other people to invest in opening their own Domino's Pizza stores. By doing so he expanded the Domino's chain right around the globe, creating the world's leading pizza delivery company and one of the largest of all quick service restaurant chains in the world. He retired in 1998, giving the majority of the \$1bn he made through the sale of Domino's to charity.

As well as instilling a commitment to outstanding product, service, image and safety, Tom also encouraged all Domino's Pizza franchisees to foster positive relationships with the communities they serve, delivering local people something more than just great-tasting pizza. A promise to uphold this commitment to the community is something that Domino's Pizza actively seeks from its franchisees.

Today there are more than 8,000 Domino's Pizza stores more than 50 countries, employing over 145,000 team members and involving over 2,000 franchisees. Globally Domino's Pizza delivers more than one million pizzas every day.

Domino's Pizza opened its first UK store in Luton in 1985 and in the Republic of Ireland the first store opened in 1991 in Dublin. There are currently over 420 Domino's stores in the UK and Ireland.



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our values

At Domino's Pizza, our values are summed up in a chant that's sung in our stores:

**“Sell more pizza,
have more fun!”**

For decades, these words have represented the basic principles that guide Domino's Pizza people and help the company to grow and succeed.

Part Of The Community

We aim to add value to the communities we serve this in many ways - designing our stores in a sympathetic manner, employing local people, showing respect for the environment, encouraging our team members to be caring citizens, taking our skills into schools and colleges and supporting worthwhile local organisations.

Domino's Pizza responds to hundreds of requests every year from organisations seeking help and we do this through the provision of free pizza certificates to raffle or auction for their causes.



our structure

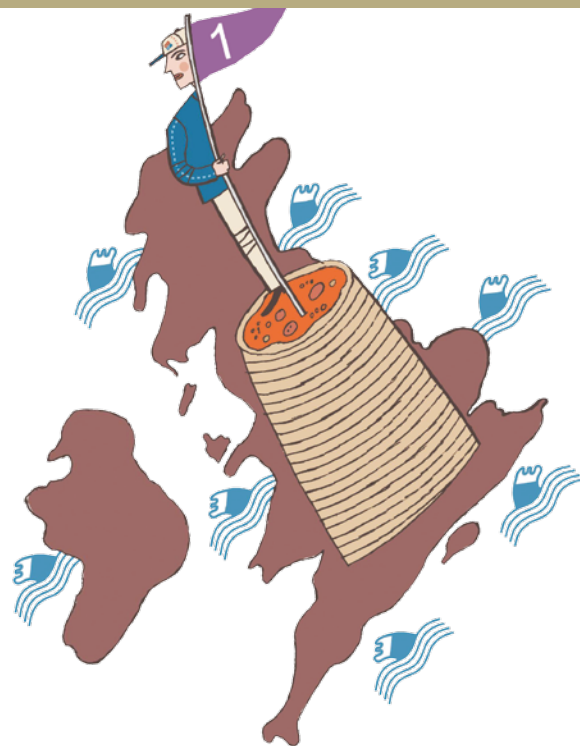
Domino's Pizza UK & IRL plc

Domino's Pizza UK & IRL plc is listed on the Alternative Investment Market (AIM) of the London Stock Exchange. Its wholly owned subsidiary, Domino's Pizza Group (DPG) is what's known as a 'Master Franchisee'.

DPG has exclusive rights to own, operate and franchise Domino's Pizza stores in the UK and Ireland.

In turn, DPG awards the right to operate local Domino's Pizza stores to entrepreneurs (Franchisees) who, once approved, have to pay around £250,000 to own their Domino's Pizza business. Franchisees are both DPG's customers and business partners.

It is DPG's job to support franchisees in their efforts to run profitable local Domino's Pizza businesses and to ensure that high brand standards are achieved at all stores. To do this, DPG employs a team of over 250 team members who work in a range of store support functions at locations in the UK (Milton Keynes and Penrith) and Ireland (Naas). These functions include: dough production, ingredients and equipment purchasing and supply, training, operations, IT, marketing, finance, HR, property, franchise sales, leasing, transport, warehousing and administration.



The Domino's Pizza System

UK And Ireland Total Stores (as at 2 July 2006)	428
of which	
England	343
Republic of Ireland	27
Scotland	32
Wales	14
Northern Ireland	11
UK And ROI Franchisees	154
UK Total Employees	8,000+
Worldwide Total Stores	8,000+
International Markets	50+



the market

The Home Delivery Market

According to the independent think tank The Future Foundation, there's still plenty of room for growth in the takeaway/ convenience market, with pizza predicted to continue taking the lion's share. Here are some highlights from the Domino's Pizza Convenience Food: 2015 report:

- The takeaway and convenience food sector is predicted to grow by 70% over the next ten years.
- Increased trust in online purchasing, the introduction of new e-commerce platforms, increasing consumer time pressures and the popularity of at-home leisure activities are expected to be the key growth drivers for the convenience sector, set to be worth £12.3bn by 2015.
- The rise of e-commerce in particular will have the largest impact on future sales of collection and home delivered foods as consumers continue to seek solutions for their increasingly busy lifestyles. It is predicted that the internet, interactive TV and text-messaging (SMS) will eventually overtake telephone ordering.
- The home-delivered pizza market is expected to experience particularly strong growth, increasing from £540m in 2004 to over one billion (£1,105m) in the next decade.



our performance

Domino's Pizza Group has an impressive track record in the UK and Ireland. Its real success in these markets began in the mid 1990s when the master franchise for the brand was acquired by the Halpern brothers who have enjoyed a long and successful track record in franchising.

Through the brothers' creation of Milton Keynes based Domino's Pizza Group, and with the backing of a strong and local leadership team, the company's franchisees benefited from hands-on support and a structure that allowed for close management of the brand and the system.

The results were fast and profound:

	2005	2004	2003	2002	2001	2000
System sales (£m)	200.7	174.3	142.3	118.9	98.4	76.1
Stores at start of year	357	318	269	237	215	201
Stores at year-end	407	357	318	269	237	215



our innovations

Domino's Pizza is widely recognised as the pioneer of the pizza delivery concept. Over the years, we have invented, or been first to use, most of the equipment and systems now used as standard by our industry. We believe that taking an innovative and enterprising approach to business will help us to strengthen our market leadership. We are always on the look out for innovations that improve our product and service and make our customers' lives easier.

Equipment

Fresh and delicious pizza has always been a priority at Domino's Pizza. Domino's was the first to use a fibreglass tray for dough, which simplified dough handling and ensured better preservation.

Domino's was the innovator behind the sturdy, corrugated pizza box, which prevents moisture from making the box soggy and stops the cheese sticking to the top during delivery. A delicious, crisp crust is one of the most important parts of the pizza. In search of the perfect crust, Domino's developed the pizza screen, a mesh tray that helps cook the pizza base more evenly than a tray made of wood or stainless steel.

Today it's hard to miss pizza delivery cars - thanks to Domino's Pizza. Domino's invented the 3-D car-top sign, which is currently used by a variety of industries, including taxis and driving schools.

E-Commerce

In 1999, Domino's Pizza became the first pizza delivery company in the world to offer nation-wide internet and interactive television ordering. Delivered pizza can be ordered via our website (www.dominos.co.uk) or via the Sky Active service. We call pizza ordered on our website 'e-pizza' and that ordered by interactive television 'tv-pizza'.



Hotter Delivery

Domino's HeatWave™ delivery bags were introduced to the UK in October 2000. Each heated hot bag contains a patented disc that is warmed by electricity. Once inserted into a special bag, this technology creates a 'portable oven' that minimises heat loss during delivery. The outer material of the bag is made with water-repellent nylon and inside the bag is 3M Thinsulate material, which eliminates unwanted moisture, keeping pizzas both hot and fresh.

The Commissary

To allow Domino's stores to concentrate on making and delivering pizzas, we developed a central commissary system. This relieves stores from long hours making dough, grating cheese and preparing toppings. Today, the commissary's production and distribution facilities provide high quality fresh dough and ingredients to all stores, keeping the company's pizza consistently delicious. Other pizza and food service companies across the world have adopted this same system.



our innovations

Delight Mozzarella

Domino's Pizza is the first national pizza company to offer a reduced fat cheese. Delight Mozzarella has 33% less fat than ordinary mozzarella, giving customers even more choice.



Double Decadence™

In November 2004, Domino's launched the UK's first double-decker pizza, Double Decadence™. This luxurious pizza has two thin and crispy bases sandwiched together with a creamy cheese and herb sauce.



National Hotline

In 2004, Domino's Pizza launched the National Hotline enabling our customers to order pizza from their nearest store, without having to remember individual store numbers.

By dialling 087 12 12 12 12 from a landline, customers are immediately connected to their nearest store. Customers calling from a mobile can either be connected to the last store they ordered from, or the store nearest to their current location. The latest Domino's technology means that a customer's location can be 'triangulated' in order to pin point their nearest store.

Text - 61212

Customers can also text message the post code of the address they would like the delivery to be made to and a return message notifies the customer of the nearest store and phone number.

our food

We believe that it is important to give our customers the information and options they need to make meal choices that suit their lifestyles and dietary requirements.

Our Food Promise says that we will:

- Provide and promote food choice through meaningful new product development.
- Provide customers with clear and accurate information about the food we sell so that they can make informed decisions, through the provision of a Food Guide in all stores and online at www.dominos.co.uk
- Ensure the provision of high quality food.



There are 88 million different pizza options on a typical Domino's Pizza menu and we continually research ways to improve the range of choice we offer. You can choose from:

- Hallmark Fresh Dough Base, our Chicago Thin Crust or the double layer Double Decadence™.
- Our vine-ripened tomato sauce, barbecue sauce or sun-dried tomato and herb sauce.

- 20 toppings made with prime cuts of meat and fresh vegetables and ranging from the traditional, like pepperoni, to the more adventurous like jalapeno peppers!
- Regular mozzarella or our pioneering reduced fat mozzarella, called 'delight'.
- A tasty range of side items like garlic pizza bread, chicken, potato wedges, ice cream and more.

Our experts follow the seasons around the world to ensure that our ingredients are the finest and freshest we can get on hands on. Sometimes, the pizza that arrives at your doorstep can include exotic ingredients from all seven continents like jalapenos from Mexico or pineapple from Thailand!



Domino's around the world

Toppings

Pepperoni may be the number one topping in the UK and Ireland, but tastes are obviously different around the world...

- Squid (Japan)
- Black Bean Sauce (Guatemala)
- Barbecued Chicken (the Bahamas)
- Capsicum (Australia)
- Lamb & Pickled Ginger (India)
- Fresh Cream (France)
- Chorizo - (Portugal)
- Grilled Lamb - (Netherlands)

Pizza Combinations

In **Korea**, the "Potato Pizza" is a big seller. Toppings include potato, onions, bacon mushrooms, corn pepperoni, extra cheese and...mayonnaise.

Taiwan's top selling pizza is a seafood delight with onions, peas, squid, shrimp and crab topping the pizza pie.

Pizza lovers in **Australia** don't skimp on the toppings with the popular Pan Supreme Pizza. This best seller includes cheese, mushrooms, onions, pepperoni, pineapple, ham, beef and capsicum, which is a type of chilli pepper.

Customers in **Mexico** can often be seen enjoying a Domino's Ranchera Pizza made with frijoles (beans), onion, jalapeños, chorizo and extra cheese.

In **France** the fromage has it with the popular "Four Cheese" pizza topped with goat's cheese, emmental, blue cheese and mozzarella. But Spain, not to be outdone, offers a five-cheese pizza with mozzarella, provolone, cheddar, parmesan and blue cheeses.

The **Swiss** like southwestern cuisine with the popular Tex Mex pizza. It is topped with onions, double beef, fresh tomatoes and jalapeño peppers.

In **Greece**, a favourite pizza is the Hellenic, which has pepperoni, onion, green pepper, fresh tomato, Greek olive, feta cheese and oregano.

International Facts

Hong Kong - Delivery times are primarily influenced by traffic conditions on elevators! It often takes drivers longer to travel vertically than horizontally, as access to elevators is so congested during "high peak" hours. This is due to the volume of people residing in high rises.

Virgin Islands - Drivers use landmarks for addresses because streets are not named in the Virgin Islands.



Domino's around the world

International Facts (continued)

Japan - When we opened our first store in Japan in 1985, there was not a word in the Japanese language for pepperoni. Now pepperoni is one of the most embraced toppings in Japan. Buildings in Japan are not numbered sequentially. Addresses are numbered by the order in which buildings were built. This makes for interesting delivery and training for our drivers.

Aruba - The franchise initially purchased motorcycles to deliver Domino's Pizza in Aruba. Not long after, they were forced to switch to small trucks due to the strong wind.

Ecuador - Quito, Ecuador is a city of one million people located 8,000 feet above sea level in the Andes Mountains. It has the highest elevation in Latin America delivering Domino's Pizza.

Guatemala - A traditional event is the annual "pizza chain" in Guatemala, last year's chain reached a record 1,250 meters. The event raises money for literacy in Guatemala.

Jamaica - The first Domino's Pizza store in Jamaica sold 6,000 pizzas in their first 16 days. The favoured island topping is pineapple.

India - Domino's has respected the Hindu reverence for the cow by omitting pepperoni, the beef based topping and replacing it with spicy chicken sausage.

Philippines - Site selection here is based on Feng-Shui services. Feng-Shui is the belief that businesses prosper with particular building design attributes and the placement of equipment inside.

United Arab Emirates (UAE) - The streets in the UAE have been renamed three times over the past 30 years. All three names can still be officially used. This can be confusing so residents use landmarks, business and building names for reference. All names, plus the different references had to be mapped by the Domino's Pizza team, which had never been done before by any other business. It took weeks to accomplish.

Germany - A top tip when ordering pizza in Germany; choose "pepperoni" as a topping and you will get jalapenos.

Iceland - The first store, opened in Reykjavik in 1993, set an opening week world record selling more than 5,000 pizzas during the first week. Domino's Pizza franchisees, Gunnar Gudjonsson and Birgir Bieltvedt were recognised with the Most Pies in the Franchise Award for three of their highly successful Reykjavik stores. With 1999 annual sales averaging more than \$2 million each, these three stores are the top three busiest Domino's stores in the world outside of the U.S.

The Netherlands - Delivery scooters in the Netherlands are not allowed on the roads, they use designated bike routes, which are often quicker than travel on the roadways.

Poland - Phone ownership is approximately 30% among consumers in Poland, therefore carry-out sales are very strong.

Spain

The stores in the Canary Islands are closer to Africa than they are to Spain.



more information

Domino's can also supply the following information that might further assist your research.

Financial Reports and Presentations -

Available in the Investor Relations section of www.dominos.co.uk or by email to: investor.relations@dominos.co.uk

Current menu and example packaging -

Available from your local store.

Franchise information -

Available online in the Franchising section of www.dominos.co.uk or by email to: franchise.sales@dominos.co.uk

Property/planning information -

Available online in the Property and Planning section of www.dominos.co.uk or by email to: property@dominos.co.uk

Careers and recruitment -

Available online in the People section of www.dominos.co.uk or by email to: peoplefirst@dominos.co.uk

UK Headquarters -

Lasborough Road, Kingston, Milton Keynes MK10 0AB. Tel: +44 (0) 1908 580000

Web addresses

www.dominos.co.uk
www.dominos.ie

Media enquiries -

Please email: pressoffice@dominos.co.uk

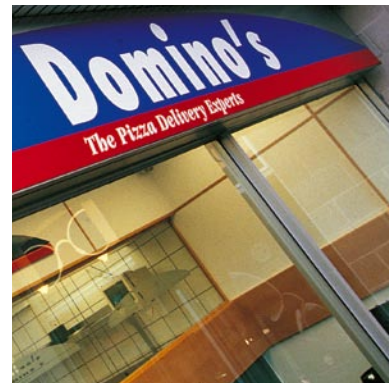
Customers -

Please email: concerns@dominos.co.uk

Any other requests for information and company literature can be emailed to: inforequests@dominos.co.uk

Thank you very much for your interest in Domino's Pizza.

Relax, it's Domino's



Domino's Pizza Group

A subsidiary of Domino's Pizza UK & IRL plc

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