



Domino's Pizza Opens First Store in Vietnam

November 19, 2010

Marks Fourth New Market Opening in 2010

ANN ARBOR, Mich., Nov. 19, 2010 /PRNewswire via COMTEX/ --

Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, today opened its first store in Vietnam, delivering hot, delicious pizza to the residents of Ho Chi Minh City.

(Photo: <http://photos.prnewswire.com/prnh/20101119/DE04730>)

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The Master Franchisee is Vietnam Food & Beverage Service, a fully-owned subsidiary of the Imex Pan Pacific Group (IPP Group). The IPP Group has more than 25 years of experience operating retail, food and beverage outlets in Vietnam with an extensive portfolio of brands. The company's retail and food and beverage experience in Vietnam makes them well-positioned to develop Domino's into a leading brand in the country.

"Domino's Pizza has a long history of delivering quality products to its customers," said Tony Cricenti, Chief Executive Officer, Domino's Pizza Vietnam. "We are very excited that Domino's Pizza, the global leader in pizza delivery, is now in Vietnam and we look forward to providing that same level of service that our customers expect from this global brand."

"Opening our first store in the largest city in Vietnam gives us an excellent entryway into this growing economy," said Michael Lawton, Chief Financial Officer and interim-Executive Vice President of Domino's Pizza International. "We have an excellent Master Franchisee who has the knowledge and skills needed to grow our brand into the leader in the market."

Domino's Pizza now operates in 67 markets worldwide, with nearly half of its global retail sales coming from international stores -- making up roughly a third of its operating income. In addition to the new store in Vietnam, stores have been opened this year in other new markets, including Germany, Romania, and the Ukraine.

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 9,169 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. During the third quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which it previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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