



Domino's Pizza Opens First New Store in Bulgaria

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Company reopens in the Philippines with a new master franchisee

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, has opened its first store in Bulgaria, with the promise of hot, delicious pizza for the residents of Sofia.

The master franchisee for Bulgaria is Anatron Food Services, who also serves as the master franchisee for Domino's Pizza in Greece and Cyprus.

However, the stores in Bulgaria will be operated by LN Solutions, owned by Lazgin Majid and Nikola Nikolov. The two partners have experience with other fast food franchises, as well as a non-food franchise, and also are involved in other businesses in the country. Their broad business experience in Bulgaria makes them well-positioned to develop Domino's into a leading brand in the country.

"Domino's Pizza is known around the world for delivering quality products to its customers," said Majid. "The people of Bulgaria will now get to experience the high level of service and quality pizza that customers worldwide enjoy."

Domino's Pizza has also reopened in the Philippines, with a store in City of Makati in the Greater Manila area. The new master franchisee in the Philippines is a partnership formed by the Domino's Pizza master franchisee for South Korea, Goldilocks Bakery and a minority operating partner. This partnership leverages the experience of a successful Domino's master franchisee, a highly successful family-owned Philippine bakery chain with more than 300 stores and a partner who is a seasoned operator in the pizza business.

Domino's Pizza now operates in 69 markets worldwide, with nearly half of its global retail sales coming from international stores, generating roughly a third of its operating income.

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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