



Domino's Pizza Opens First New Store in Poland

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Residents of Warsaw can now get Domino's Pizza delivered to their door

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, has opened its first store in Poland, with the promise of hot, delicious pizza for the residents of Warsaw. The new store is located in the Mokotow district of Warsaw, which is an area with a high density of apartments and a vibrant business district.

DP Polska SA is the Master Franchisee for Poland and is wholly owned by DP Poland plc, a publicly traded entity on the AIM market of the London Stock Exchange. The company's management has extensive experience in consumer brands, retailing, marketing and finance. Their broad business experience makes them well-positioned to develop Domino's into a leading brand in Poland.

"This first store is world-class and the quality of the pizzas is outstanding," said Peter Shaw, chief executive of DP Poland. "We have now taken our first step in realizing our vision to transform the pizza delivery market in Poland, Europe's sixth largest economy. I would like to pay tribute to the incredible energy and professionalism of our team that has made this first store open on time and on budget."

Domino's Pizza now operates in 70 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." As of the fourth quarter of 2010, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,351 franchised and Company-owned stores in the United States and over 65 international markets. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In June 2010, Pizza Today named Domino's its "Chain of the Year" - making the company a two-time winner of the honor. In late 2009, Domino's debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's Pizza is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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