



Domino's Pizza Opens First Store in Nigeria

August 29, 2012

Citizens of Nigeria can now enjoy a hot Domino's Pizza delivered to their door

ANN ARBOR, Mich., Aug. 29, 2012 /PRNewswire via COMTEX/ -- **Domino's Pizza, the recognized world leader in pizza delivery** has opened its first store in Nigeria.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>)

Eat 'N' Go Restaurant Group, the master franchisee for Domino's Pizza Nigeria, is on a mission to become the premier food operator in Africa by bringing affordable food and drink and social responsibility to every market in which they open stores. The Nigerian market presents a great opportunity for Eat 'N' Go to position Domino's into a leading brand within the country.

"We are eager to deliver Domino's Pizza to the people of Nigeria, so that they can experience the delicious, quality pizza that is loved around the world," said Eric Andre, Eat 'N' Go Restaurant Group managing director.

"Establishing ourselves in this emerging West African country presents a great opportunity for our business, and continues our global momentum as a brand," said Ritch Allison, Domino's Pizza executive vice president of international. "We have a great operator in Eric - his knowledge of the business landscape will be instrumental in making Domino's Pizza the leading pizza brand in Nigeria."

Domino's Pizza now operates in over 70 markets worldwide, with more than half of its global retail sales coming from international stores, making up over a third of its adjusted operating income.

About Domino's Pizza®

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 second quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,924 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$808 million domestically and nearly \$865 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 billion internationally. In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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