



Domino's Pizza® Opens 10,000th Store!

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Istanbul, Turkey is site of global milestone

ANN ARBOR, Mich., Sept. 27, 2012 /PRNewswire via COMTEX/ --Nearly 53 years after its founding in Ypsilanti, Michigan, **Domino's Pizza** today opened its 10,000th store and celebrated the milestone in Turkey - one of the fastest-growing markets for the recognized world leader in pizza delivery.

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One day after opening its 9,999th store, located in Carlsbad, California, Domino's Pizza (**NYSE:DPZ**) opened its milestone store in Kaligthane, a district within the city of Istanbul, in an event attended by Domino's **President and Chief Executive Officer, J. Patrick Doyle**.

"The extraordinary efforts of many people over many years have led us to this exciting milestone for everyone associated with Domino's Pizza," said Patrick Doyle. "There have been several ups and downs over the past half-century. Those challenges were met and overcome by our passionate franchisees and leadership who refused to give up. Our goal was to reach 10,000 stores and to use this milestone as a foundation for even greater growth. That milestone has finally arrived and we're thrilled. Tomorrow, we'll be looking for more."

Added **Richard Allison, Domino's Executive Vice President - International**: "The launching pad for Domino's Pizza was clearly the U.S., but our international operation has been the accelerant for growth in the past decade. Pioneering markets such as Australia, Mexico, India, the United Kingdom - all markets where Domino's is number one in market share - helped pave the way for the rest of the world. Thanks to our pioneers, today franchise partners like Fides, which now has over 250 stores in Turkey, can grow to become their market's leader in a relatively short time."

Domino's international store count eclipsed its U.S. store count earlier this year, and now also accounts for more than half of annual global retail sales, which are close to \$7 billion.

Domino's Pizza in Turkey is owned and operated by Fides, a private equity company, and operated by **Aslan Saranga**, the brand's general manager.

The store features the "Pizza Theater" design introduced this summer in the U.S., Australia and New Zealand. The store design puts the art and skill of pizza-making at the front of the store, visible to all customers. The design was created by Chute Gerdeman, an award-winning design firm based in Columbus, Ohio.

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." Through its global footprint primarily made up of locally-owned and operated franchises, Domino's operates a network of 10,000 franchised and Company-owned stores in the United States and over 70 international markets. 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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