



## Domino's Pizza® Opens First Store in Norway

September 4, 2014

*Citizens of Oslo now able to enjoy the Domino's Pizza delivery experience*

ANN ARBOR, Mich., Sept. 4, 2014 /PRNewswire/ -- Domino's Pizza (DPZ) continues its global momentum as the recognized world leader in pizza delivery by opening its first store in Norway.

Birgir Bieltvedt, chairman of the board of the Domino's Pizza Norway master franchise, plans to open three stores in the greater Oslo area by year's end. Bieltvedt, also the chairman of the master franchise for Domino's Pizza Iceland, was previously a part of opening Domino's in both Denmark and Germany – and is not new to the concept of bringing the world leader in pizza delivery to new and unique global markets.

"Oslo is a terrific market for pizza delivery, and we are very excited to deliver the one-of-a-kind Domino's experience to Norway," said Bieltvedt. "It means a lot to be the first to bring the people of Oslo our delicious, quality pizza that is so loved around the world."

The Oslo location celebrated with a grand opening event on Aug. 30, which was attended by Bieltvedt, Michael Rask, Domino's Pizza Norway chief executive officer, and Ritch Allison, Domino's Pizza executive vice president of international.

"Establishing ourselves in Norway provides an excellent opportunity for our brand to continue its global momentum," said Allison. "With this outstanding local leadership team in place, we feel that Domino's has terrific potential to offer an unmatched pizza experience to the people of Oslo."

### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 11,000 stores in over 70 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the second quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of the Domino's Pizza stores as of the second quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of U.S. sales from its digital channels in 2013, as well as reach an estimated \$3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

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