



## MEDIA INFORMATION



For Immediate Release

17 October 2005

### Domino's Pizza UK & IRL plc Appoints Chris Moore to Chief Operating Officer

Domino's Pizza UK & IRL plc ("Domino's" or the "Company") is pleased to announce that Chris Moore, Sales & Marketing Director, has been promoted to the newly created position of Chief Operating Officer, effective immediately.

Chris Moore joined Domino's in 1990 to set up the company's European marketing department with a remit that covered France, Holland, Belgium and Spain as well as the UK and later, Ireland. He was appointed to the board of Domino's Pizza Group Limited in 1998 and became an executive board director of Domino's Pizza UK & IRL plc in 1999.

Chris Moore's new role will see him take on responsibility for the core operational areas of the Domino's business, including the Training and Operations Division, Human Resources and the strategic development of the e-commerce platforms. Chris will also retain the strategic direction of the Sales & Marketing function.

Chief Executive Stephen Hemsley said: "Chris has been a key driving force behind the success of the Domino's brand through his inspired leadership of our marketing team. However, it is also Chris' understanding of the operational requirements of this business that are invaluable.

"As our expansion continues we cannot afford to lose sight of the basics. Creating the role of Chief Operating Officer will give us an even stronger focus on our operations and people – both of which are at the heart of delivering on our customers' expectations and retaining our position as market leader.

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Domino's Pizza operates an on-line Press Office and Hi-Res Picture Desk. Contact us for an access code.

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[www.dominos.co.uk](http://www.dominos.co.uk)

“Chris has already made an outstanding contribution to Domino’s Pizza over the last 15 years, and on behalf of the Board, I congratulate him on this important promotion.”

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**For further information, please contact:**

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**Notes to editors:**

Domino's Pizza Group Limited is a wholly owned subsidiary of Domino's Pizza UK & IRL plc, the shares of which are traded on AIM, a market operated and regulated by the London Stock Exchange plc (symbol: DOM). Domino's Pizza Group Limited is the UK's leading pizza delivery company and holds the master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991. As at 3 July 2005, there were 380 stores in the UK and Ireland.

Domino's Pizza is the world leader in pizza delivery and was founded in the United States in 1960. There are currently over 7,500 stores open across more than 50 international markets, employing around 145,000 people.