



Media Information

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DOMINO'S PIZZA UK & IRL plc TRADING UPDATE AND ANNOUNCEMENT OF BOARD CHANGES

Domino's Pizza UK & IRL plc ("Domino's Pizza" or "the Company") today hosts a site visit for analysts and will give the following update:

System sales for the 13 weeks from 2 July to 30 September 2007 ("the period") were up 22.5% to £70.7m (2006: £57.8m). This brings total system sales for the 39 weeks to 30 September 2007 to £213.2m (2006: £196.2m), an increase of 23.5%.

Like-for-like sales in the 404 mature stores (2006: 357 mature stores) for the period were up 14.2% (2006: 10.2%), bringing total like-for-like sales growth for the 39 weeks to 30 September 2007 to 14.6% (2006: 8.9%).

Sales in the period were driven predominantly by the continued focus on service excellence as well as a 'back to basics' marketing campaign that focussed on our best-selling pizza, the 'Pepperoni Passion', and highlighted the Company's ongoing commitment to sourcing premium quality ingredients. A second campaign in the period, in support of a new pizza called 'The Scrummy', capitalised on increased consumer interest in rugby throughout the World Cup.

The Company's e-commerce platforms www.dominos.co.uk and www.dominos.ie achieved sales of £7.7m in the period, a year-on-year increase of 60.4%. After 39 weeks e-commerce sales reached £21.3m (2006: £14.3m), a growth of 48.8% on last year. This channel now generates 15.0% of our delivered sales in the UK (2006: 12.4%).

The Company continued its expansion programme with the opening of 10 new stores in the period (2006: 7), bringing the total of new openings year to date to 30 (2006: 26). The store count at 30 September 2007 stood at 480 (2006: 434) and we are now on track to open around 45 stores this year.

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Domino's Pizza Press Office Direct Line: 01908 580693 Direct Fax: 01908 588008 E-Mail: pressoffice@dominos.co.uk

Further news and images available at dominos.co.uk

Domino's Pizza Group Limited, a subsidiary of of Domino's Pizza UK & IRL plc,
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The current year has seen unprecedented increases in the prices of many raw materials. Those that affect us and our franchisees most directly are agricultural products, in particular milk and wheat.

To maintain price stability for our franchisees so they may, in turn, price their local menus with certainty, we have always endeavoured to secure annual price contracts with our suppliers. This approach has served us very well for a number of years however, in March this year our cheese supplier went into receivership. Whilst it was quickly taken over by another large international company, our fixed price supply contract did not remain in place and we were forced to renegotiate supply terms in a market environment of rapid price inflation.

As a result, the cost to us of mozzarella cheese has increased by £1,060 per tonne since June. Given that the lead time for our franchisees to change their menu pricing is around eight weeks, your Company has chosen to bear most of this additional cost so that our franchisees have the opportunity to decide whether or not to reflect these cost increases in local pricing. With effect from 1st November 2007, the pricing to franchisees now fully reflects our increased costs and no further charges are anticipated. This cost of £450,000 will be incurred in the second half of 2007. In the absence of further extreme market volatility such a loss of cash margin is unlikely to recur in future years.

Our fixed price contract for the supply of flour is to be reviewed in January 2008. We are expecting a substantial cost increase however, as flour is just one ingredient used in the proprietary manufacture of our fresh dough, the effect on our franchisees will be significantly diluted. The likely impact has been communicated to franchisees in ample time for them to adjust their local menu pricing therefore, we do not anticipate any dilution of our cash margin.

The Company continues to generate strong cash flows and the model is proving to be robust as profitability grows. During the second half of the year we have continued our share buyback programme and have purchased 2,250,000 ordinary shares at a total cost of £5.5m. This brings our year to date buybacks to 2,650,000 ordinary shares at a total cost of £6.3m. This has increased our interest cost in 2007 by £0.2m and by an estimated £0.4m in 2008. However, the cancellation of these repurchased shares will enhance earnings per share in 2008.

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The Company is pleased to announce plans for management succession. Effective from the start of the 2008 financial year (31 December 2007) Chairman, Colin Halpern, will retire from his executive position and become Non-Executive Vice Chairman.

His successor will be incumbent Chief Executive Officer, Stephen Hemsley, who will become Executive Chairman. Deputy Chief Executive Officer, Chris Moore, has been promoted to the role of Chief Executive Officer.

Stephen Hemsley commented,

"The strong sales momentum and good control of overheads has allowed us to absorb the one-off cost arising from the extraordinarily rapid increase in the cost of cheese. Whilst absorbing such costs is unwelcome, we must always be mindful of the store-level economics and our long-term relationship with franchisees who drive our future growth. Despite these costs and the additional interest on the share buybacks, I am pleased to reconfirm that your Company remains comfortably on track to meet the City consensus forecast for the year.

"Over the last five years we have been building a management team that is capable of taking our business to 1,000 stores and beyond. As this process is almost complete it gives me the opportunity to hand over responsibility for the next stage of the Company's development to Chris Moore with whom I have worked closely for almost ten years. His experience, vision for our business and close relationships with our franchisees will help to ensure we reach and exceed our ambitious plans.

"I would like to thank Colin Halpern for his service to the Company and his wise counsel to myself and my fellow Board members. I am pleased that we will continue to benefit from his wealth of industry expertise."

Today's visit will include a presentation on Domino's current activities. This will contain no new financial or strategic information. The presentation will be uploaded at 1630h today at:

<http://ww7.investorrelations.co.uk/dominos/financial/presentations.jsp>

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Notes to editors:

Domino's Pizza UK & IRL plc holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The Group is the leading player in the UK and Ireland's fast-growing pizza delivery market. The first UK store opened in 1985 and the first Irish store opened in 1991.

There are 480 stores in the UK and Ireland. Of these, 383 stores are in England, 36 are in Scotland, 17 are in Wales, 12 are in Northern Ireland and 32 are in the Republic of Ireland.

Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's Pizza operates a global network of more than 8,000 stores in over 50 countries.

For photography visit www.dominos.co.uk/media or contact Hogarth on 00 44 20 7357 9477.

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