



media release

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Domino's purchases Pinky's Pizza

Australian owned and operated pizza maker Domino's Pizza Enterprises Limited (DMP) today announced it has purchased Pinky's Pizza, a pizza chain which operates 27 stores in Victoria, New South Wales and South Australia.

Domino's Pizza CEO Don Meij said the purchase for an undisclosed sum is a significant step forward for the Company.

Mr Meij highlighted the purchase is not expected to lift core operating income for the 2008 financial year, but is expected to make a meaningful contribution in 2009.

The company also noted that there will be "one off" restructuring costs which will need to be expensed in the 2008 financial year.

Mr Meij said the 27 stores will continue trading as Pinky's Pizza for the time being but there will be the opportunity for those franchisees to convert to Domino's Pizza stores.

"All Pinky's Pizza stores will continue to trade under their current brand with conversions to Domino's stores occurring over the next six months. However, at this stage it's too early to say which stores will be converted," Mr Meij said.

This purchase will deliver better value to those Pinky's Pizza franchisees which convert to Domino's Pizza stores by allowing them to access Domino's Pizza's proven business model, buying power, marketing force, training and support systems.

"Pinky's Pizza and Domino's both recognise the competitive pizza market in Australia needs to be rationalized and that greater buying power will offer better returns for Pinky's Pizza franchisees," Mr Meij said.

Domino's current target is to develop a network of at least 743 stores by the end of the 2008 financial year, bringing the full-year increase in Domino's store count to over 80 stores.

Domino's Pizza Enterprises Limited is Australia's only publicly-listed pizza company and is the master franchisor for the Domino's Pizza brand in Australia, New Zealand, France, Belgium and The Netherlands.

Domino's Pizza Enterprises Limited is Australia's first publicly-listed pizza chain, making its debut on the Australian Stock Exchange in May 2005.

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