

First Store Opens

DP Poland PLC (“DP Poland”)

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DP Poland is delighted to announce that its first Domino’s Pizza store will open its doors for business today, 28 February 2011.

The store is located in the affluent Mokotów district of Warsaw, an area south of the city centre, with a high density of apartments and a vibrant business district.

The store opening plan remains on track with a total of 12 Domino’s Pizza stores scheduled to be opened in Warsaw by the end of 2011 and a further 15 in 2012. A good number of store leaseholds and initial contracts have already been signed, and design and construction plans are well advanced.

The first 8 store managers recently returned from training at Domino’s Pizza in the USA. A commissary has been commissioned in Warsaw with an initial capacity to supply at least 25 Domino’s Pizza stores with fresh dough, ingredients and all other menu items.

Peter Shaw, Chief Executive of DP Poland, commented:

“This first store is world class and the quality of the pizzas is outstanding. We have now taken our first step in realising our vision to transform the pizza delivery market in Poland, Europe’s sixth largest economy. I would like to pay tribute to the incredible energy and professionalism of our team that has made this first store open on time and to budget.”



28 February 2011

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Notes to editors

DP Poland is the owner of the exclusive rights to develop and operate Domino's Pizza stores in Poland, through its wholly owned subsidiary DP Polska SA.