



## Domino's® Opens in Two New Markets: Azerbaijan and Cambodia

February 16, 2015

ANN ARBOR, Mich., Feb. 16, 2015 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, has started the year with two new market openings –Azerbaijan and Cambodia. These two markets offer exciting opportunities to bring the great taste, service and pizza expertise of Domino's to even more new customers around the globe.

"We're off to a great start in 2015 with the opening of these two new markets," said Ritch Allison, president of Domino's Pizza International. "Our global store growth momentum means that we're opening many beautiful new stores worldwide and attracting new customers to our dynamic brand. Now, customers in Azerbaijan and Cambodia can experience the quality, delicious pizzas enjoyed by Domino's fans around the world."

Domino's Pizza in Azerbaijan is owned by Fides, a private equity company that holds master franchise rights to Domino's in Azerbaijan and two other markets, and is operated by Aslan Saranga, the brand's general manager. The first store opened in Baku, the capitol of Azerbaijan, and is committed to delivering hot, quality pizzas to the local residents. The new pizza theater store layout in Baku features an open concept design, allowing for customers to watch their pizzas being made and baked, bringing the art and fun of pizza making to the forefront.

The new Domino's Pizza store in Cambodia is owned by D.Pizza PLC, a joint venture between CBM Corporation. Co. Ltd and Evolution Capital, Thailand. The group has extensive experience in the retail food business with multiple international food chains under their management. The new store opened in the capitol, Phnom Penh, and hosted Julie Chung, deputy chief of mission at the U.S. Embassy in Phnom Penh, at the grand opening celebration. The new store also utilizes the pizza theater design and includes a comfortable lobby, indoor seating and an open-area viewing area of the food preparation process.

With six new markets opening in the past 12 months, in both developed and emerging economies, Domino's continues to be among the fastest growing American QSR chains in terms of international store count.

### 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 11,250 stores in over 75 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 third 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 Domino's stores as of the third quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from its digital channels at the end of 2014, as well as reach an estimated run rate of \$4 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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