



Mexico's Master Franchisee Inducted into Domino's Pizza Chairman's Circle Hall of Fame

October 11, 2002

ANN ARBOR, Mich. - October 11, 2002 - Cosme Torrado, Domino's Master franchisee in Mexico, was recently presented with the most prestigious award given by Domino's Pizza - The Chairman's Circle honor - at the company's International Awards Ceremony in Ann Arbor.

Domino's Pizza Chairman and CEO Dave Brandon introduced this award in 2001 to honor world-class franchisees and to recognize the longevity, growth and leadership of the franchise. Such franchisees help teach, sponsor and spread the Domino's Pizza vision throughout the world.

"It gives me great pleasure to recognize Cosme," said Brandon. "The scale and size of his business is great, and the quality and performance is even better. For Domino's International, he provides the inspiration that keeps our business accelerating forward and they have redefined what success can be."

Cosme, in partnership with his brothers Alberto and Armando, have franchised with Domino's since 1989 and with a total of 446 stores, they have the largest franchise in the entire Domino's Pizza system. In 2002, their system sales are expected to be over \$250 million, representing a number that has more than doubled in the past three and half years. The brothers are majority owners of their publicly traded company, Alsea SA based in Mexico City.

"This is a very exciting time for us as we aggressively penetrate other target markets," says Alsea CEO Cosme Torrado. "We expanded to the Brazil market in 2000 and we remain 100 percent committed to our plan of opening Domino's stores as Brazil becomes a major market for us. We are truly driven by the Domino's vision and to receive this award, alongside my brothers, is a wonderful feeling."

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,096 owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.