



## Domino's Pizza Opens First Store in Romania

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### Citizens of Bucharest Can Now Enjoy a Hot Domino's Pizza Delivered to Their Door

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Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, has opened its first store in Bucharest, Romania -- and plans to grow rapidly in the nation's capital city and beyond in the years to come.

The Master Franchisee for Romania, The Radacini Group, is one of the largest automotive distributors and service networks in Romania. Management believes that their extensive retail experience in the Romanian market makes them well-positioned to develop Domino's into a leading brand in the country.

"I am eager to deliver Domino's Pizza to the people of Romania, so that they, too, can experience the delicious, quality pizza that is loved around the world," said A. Madadi, founder and Chairman of the Radacini Group.

"Establishing our brand in this vibrant Eastern European country presents a great opportunity for our business," said Michael Lawton, Executive Vice President of Domino's Pizza International. "We've got a great local operator in Ali Madadi -- he knows the local business landscape well, and will be instrumental in making Domino's Pizza the leading pizza delivery brand in Romania."

Domino's Pizza now operates in over 60 markets worldwide, with nearly half of its global retail sales coming from international stores -- making up over a third of its adjusted operating income. In addition to the new store in Romania, new Master Franchisee agreements were signed this year for Germany, Poland, Ukraine and Bulgaria.

#### About Domino's Pizza<sup>(R)</sup>

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 9,097 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza<sup>(R)</sup> brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. During the second quarter of 2010, the Domino's Pizza<sup>(R)</sup> brand had global retail sales of nearly \$1.4 billion, comprised of approximately \$755 million domestically and over \$645 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which they previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta, and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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