thesharecentre:

press release

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Recession-hit consumers help domino's deliver £23.4m profit

- Domino's Pizza profits up 25% as consumers opt for cheaper nights in
- A strong start to 2009 and a 34% increase in dividends should appeal to investors at present said The Share Centre

This morning Domino's Pizza posted full-year pre-tax profit up 25%, boosted by a 73% increase in online sales. In fact, the pizza delivery company said its online sales generated £55.9m up from £32.2m last year.

While the economic downturn has forced many companies to cut costs and in some cases issue redundancies, Domino's has said it expects its UK business to double in size in the next 10 years and plans to open 50 more stores this year.

With a strong start to 2009, **Nick Raynor, investment adviser at The Share Centre**, explains why he feels Domino's also has plenty to offer investors in these volatile times: "Domino's has proved itself to be a real recession proof investment. While we were expecting good results this morning, it is encouraging to see such exceptional figures in the current climate, said Raynor.

Raynor adds: "Domino's remains one of our preferred shares for 2009. Its strong financial performance so far, its expansion plans and the accessibility of its products, are all good signs that the company is performing well and consumers have a genuine appetite for its products. In fact, Domino's said that 2.7m households they delivered to during the year were to new customers.

"Investors should be cheered by Domino's performance – it's nice to see a company increasing profits and with the confidence to expand during these turbulent times. Investors seeking income from their shares at present should also be pleased that Domino's has increased its dividend payments by 34% to 5.9 pence."

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Investing in general, and the products and services mentioned above, may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment.

The bases and levels of taxation relating to ISAs, CTFs and SIPPs are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPPs are also available.

The Share Centre's Advice team provides comment on market sectors and individual shares, including all of the post-privatisation/demutualization companies, on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our Investment Research Policy.

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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