

press release

11 January 2011

Investors Should Consider a Slice of Domino's Pizza

- Sales for 2010 up 19.2% from 2009 to £485.3m
- Online sales up 18% during the last 13 weeks of 2010
- The Share Centre list Domino's as a 'Buy' for investors seeking growth

Nick Raynor, investment adviser at The Share Centre explains why investors should consider Domino's Pizza as they exceed market expectations for 2010.

"2010 turned out to be a tremendous year for Domino's Pizza and we feel there is more to come in 2011 for investors seeking growth.

"Figures for Q4 saw sales increase 17.8% to £132.5m, taking total sales for the year to £485.3m - an increase of 19.2% on 2009. Like for like sales also performed ahead of market expectations.

"This was undoubtedly aided by the pizza company's focus on e-commerce, and the introduction of the iPhone ordering 'app', as sales from these platforms were up 63% to £128m. This can only be boosted further by the launch of an application for Android enabled phones early in 2011.

"The positive momentum shows no signs of slowing down at Domino's Pizza, and new investors should not be put off by the price or by its success in the past. The formula works and we believe that it will continue to do so."

---Ends---

For further information please contact:

[The Share Centre](#)

Stephanie Reynolds
PR Executive
01296 439 256
Stephanie.reynolds@share.co.uk

Lansons Communications

Inez de Koning / Lucy Willatt / Lisa Grando
0207 294 3623 / 020 7566 9717/ 0207 294 3669
Inezd@lansons.com / lucyw@lansons.com / Lisag@lansons.com

Risk Warnings:

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. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's 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 SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds 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.

The Share Centre Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority under reference 146768.

Registered in England No. 2461949. Registered office: Oxford House, Oxford Road, Aylesbury, Bucks. HP21 8SZ.