



For immediate release

October 4, 2013

SIGGY WILBERG CROWNED LONG-SERVING FRANCHISEE OF THE YEAR

Siggy Wilberg, Domino's Pizza franchisee of the South West, was last night crowned long-serving franchisee of the year at the prestigious British Franchise Association Awards.

Siggy, who is originally from Norway, stands out as an exemplary franchisee for many reasons. Having been described as 'a shining example of a legendary franchisee', his contribution to growing the Domino's brand, aside from his many years of experience, has been exceptional customer service. He is attentive to the needs of every order that is taken in his stores and invests in developing a strong team spirit; which subsequently sees a positive impact on sales.

It is Siggy's passion for pizza and unique Viking spirit that has made him a key part of the Domino's family for the past 25 years, now operating seven stores across the South West of England and one in Germany. He encourages and inspires many of his team to follow in his footsteps as well as offering business partnerships and the opportunity to share in his success. Siggy takes pride in every store he operates and has shown year on year sales increases during his tenure.

Siggy Wilberg, Domino's franchisee, commented: "Having started my Domino's franchise in 1987, it's great to be recognised for my commitment to the organisation. But that doesn't mean I get complacent! I've since invested a lot into the digital side of the business, staying one step ahead of my competitors -which is important to sell more Domino's pizza and have more fun!"

Georgina Wald, Head of Franchising at Domino's Pizza, commented: "One of the things I've always loved and admired about this business is the passion of our franchisees. There is no one who shows that better than the legend that is Siggy Wilberg"

Brian Smart, Director General of the bfa said: "Every year we are overwhelmed by the sheer quality of the winners and with the new awards introduced this year, we were thrilled to see such strong businesspeople in each category. The

passion through which the winners drive their businesses forward is captivating. They are true trailblazers in their industries and it is fantastic to be celebrating their business excellence at this year's bfa HSBC Franchisee of the Year Awards."

In 2010 Siggie was recognised by his peers at Domino's when I received a 'Gold Franny' award at the company's global rally held in Las Vegas. This is awarded to franchisees who exemplify the Domino's guiding principles of integrity, putting people first and making great pizzas day in and day out. It acknowledged the contribution that Siggie has made to the success of the brand in the United Kingdom.

-ENDS-

Notes to Editors:

Domino's Pizza Group plc is the leading player in the fast-growing pizza delivery market and holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK, Republic of Ireland, Germany, Switzerland, Liechtenstein and Luxembourg. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany. In September 2012, the Group acquired the master franchise for Switzerland, Luxembourg and Liechtenstein and an option to open stores in Austria prior to the end of 2014.

As at 29 September 2013, there were 833 stores in the UK, Republic of Ireland, Germany and Switzerland. Of these, 642 stores were in England, 51 were in Scotland, 33 were in Wales, 20 were in Northern Ireland, one was on the Isle of Man, 3 were mobile units, 48 were in the Republic of Ireland, 25 were in Germany and 10 were in Switzerland.

Founded in 1960, Domino's Pizza is one of the world's leading pizza delivery brands. Through its primarily franchised system, Domino's Pizza operates a global network of more than 10,000 Domino's Pizza stores in 73 international markets. Domino's Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers in the UK can order online at www.dominos.co.uk, in the Republic of Ireland at www.dominos.ie and in Germany at www.dominos.de. In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

For more information, please contact:

Sarah McGhie

The Domino's Pizza Press Office

Domino's Pizza Group Ltd

Tel: 01908 580 654

E: saraha.mcghie@dominos.co.uk

For photography, please visit the media centre at www.dominos.uk.com

Ref: DPGL/