



Shifflett Enterprises, Inc.
P.O. Box 236
Olive Branch, MS 38654

For Immediate Release

Contact: Dawn Messer, marketing manager
(662) 895-2137

October 27, 2004

New Domino's Pizza Opens For Business in Atoka, TN

Jason Shifflett, Domino's Pizza franchisee, has opened his seventh store in Atoka, Tenn. The store opened for business on Oct. 25.

The new Atoka store, located at 11124 Highway 51 next door to Movie Gallery, currently employs 40 people and features a drive through window. It is managed by Doug Riggs, who also manages the Millington Domino's. Riggs has over 25 years of service with Domino's Pizza.

The new store's grand opening celebration will be held on Saturday, Nov. 13. The Domino's Pizza Nascar racecar and Coke will be on site from 10 a.m. to 2 p.m., and free pizza slices, free cokes and activities will be available. Free pizza for an entire year will also be raffled off during the celebration.

Shifflett of Olive Branch, Miss., is founder and owner of Shifflett Enterprises Inc., parent company of seven Domino's Pizza stores located in Olive Branch, Hernando, Tupelo, Memphis, Collierville, Millington and Atoka.

Shifflett Enterprises Inc. has been voted in the top 1 percent of all Domino's Pizza franchises nationwide for the past four years. The recognition is one of the highest honors that Domino's can bestow upon a franchisee for operational excellence.

Shifflett Enterprises Inc. has employed three U.S. Rookie Managers of the Year, as well as a Regional Zone Manager of the Year. Shifflett has been named to the Memphis Business Journal's "Top 40 Under 40" and was recognized as one of the "20 Most Intriguing Memphians" by 901 Elite Memphis magazine.

"We are extremely excited about opening a new store in Atoka," said Shifflett. "Our goal at Domino's Pizza is to service the citizens and the communities we represent. Our team is trained and prepared and we are looking forward to another successful store in our franchise."

Positions are still available for delivery drivers, customer service representatives and management at the new Atoka store. Those interested may apply in person or by calling 837-FOOD.

