



Domino's Pizza

NEWS

For immediate release

December 10, 2009

DOMINO'S PIZZA OPENS 600TH STORE

- Stavros Flatley join the celebrations to mark pizza milestone -

Pizza delivery expert, Domino's Pizza has officially opened its 600th store. Located in High Holborn, the 600th store is a significant milestone in Domino's ongoing expansion plans.

The store was officially opened today [December 10, 2009] by Chris Moore, Chief Executive Officer (CEO) of Domino's Pizza UK & Ireland. Entertainment was provided by *Britain's Got Talent* dance sensation Stavros Flatley, who performed in front of the crowd of pizza fans and shoppers gathered outside the store. London Town Crier, Peter Moore, was also on hand to announce the news, plus stilt walkers and magicians took to the streets with company mascot Danny Domino to hand out free pizza.

Chris Moore, CEO of Domino's Pizza, said: "I am absolutely delighted to open our 600th store, which is a testament to the hard work, dedication and pure passion for great pizza of all our franchisees and their in-store teams. The 600th store is not only fantastic news for us, but it's also brilliant for pizza lovers in the Capital – now they can be sure they're never too far from a Pepperoni Passion!"

The new store is located at 166 High Holborn, London WC1V 6TT.

-Ends-

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