



Domino's Pizza

NEWS

For immediate release

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MAN ON A WIRE DELIVERS PIZZA!

Jade Kindar-Martin will create history at Wembley Stadium today [April 17, 2010] when he becomes the first person to walk across the width of the world famous venue - but he will be doing it at a height of more than 150 feet on a wire no wider than that width of your finger!

As part of the pre-match show at the Saracens v Harlequins Guinness Premiership clash, the daredevil performer will walk the 500 feet across the roof of the world famous venue on a wire just 16mm thick – while also delivering a pizza in full Domino's uniform!

The sky walk, sponsored by Domino's Pizza, is yet another first for Saracens at the iconic venue which has already hosted matches against Northampton Saints, South Africa and Worcester Warriors this season in front of club record crowds.

Kindar-Martin is no stranger to creating history having sky walked at some of the most unique spots around the world. He set a Guinness World Record when he walked 1,500 feet across the River Thames and he topped that with a 1km walk across the Han River in Seoul to set another world record.

The Sky Walk is just a small part of the pre-match show at Wembley on Saturday which includes performances from 90s pop sensations Right Said Fred, the hit West End play WarHorse, circus acts and there will also be 10,000 knights at the stadium.

-Ends-

For more information, please contact:

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Notes to Editors:

Domino's Pizza UK & IRL 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 and the Republic of Ireland. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991.

As at 28 March 2010, there were 616 stores in the UK and the Republic of Ireland. Of these, 487 stores are in England, 46 are in Scotland, 22 are in Wales, 15 are in Northern Ireland, 45 are in the Republic of Ireland and one is a mobile unit.

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 9,000 Domino's Pizza stores in over 60 countries. 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 from Domino's via the national hotline 087 12121212 (Calls cost 10p per minute from a BT line. Calls from mobiles may vary) and online at www.dominos.co.uk. Orders can also be placed via SMS and to register for this service, customers should visit www.dominos.co.uk. Customers in the Republic of Ireland can order online at www.dominos.ie.

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