



For immediate release

April 23, 2010

DOMINO'S PIZZA HOLDS FASTEST PIZZA MAKER COMPETITION

Domino's Pizza, the pizza delivery experts, held their annual competition to find the fastest pizza maker in the UK & Ireland. The competition was held at the Milton Keynes Dons Stadium on Thursday, April 15.

Each of the eight finalists had to make three large pizzas, each of them had to be made from scratch and then sauced and cheesed, then one was topped with pepperoni, one with mushrooms and the third just topped with cheese. All these pizzas had to be made to standard in as fast a time as possible.

All the finalists were fired up and determined to win, keen to show they were faster than anyone else. The passion and determination that went into the competition was a joy to see with all the participants full of energy, having spent months practicing their dough stretching, saucing and topping skills.

Winner of the national final was Vijay Chauhan from Bristol. Vijay said: "Taking part in this competition is a fantastic experience. The ultimate prize on offer is the chance to take part in the World finals in Las Vegas in July. It would be amazing to represent the UK & Ireland in this competition – not to mention going to Las Vegas! This competition is so much fun and it is brilliant to be a part of it."

The Irish final took place in Domino's store in Rathmines, Dublin on Wednesday, April 21. Giedrius Zilinskas walked away as winner, with a ticket to the European final in Amsterdam. In 2009, Giedrius was awarded Manager of the Year at the International awards service and hopes to return to Las Vegas to compete for the title of the World's Fastest Pizza Maker.

Simon Hudson, judge for the competition, said: "The competitors this year have been as feisty as ever – they were determined to do their best. There was a real sense of excitement in the room as each contestant took to the stage to take part. We have seen some newcomers to the content this year and the pizza quality and speed has been fantastic. It is great fun to watch and judge this contest."

There was a 200+ crowd in attendance cheering on each finalist. Vijay Chauhan and the next three fastest contenders from the UK and Ireland will travel to Amsterdam in May to take part in the European final. There they will face competitors from all over Europe. Then the fastest two contenders from the UK and Ireland will go forward to take part in the World final in Las Vegas in July.

-Ends-

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.

For further information / images, please contact:

Domino's Pizza Press Office

E : pr@dominos.co.uk

T : 01908 580732

Ref: 240-DPGL-AL