



# Domino's Pizza

## NEWS

*For immediate release*

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### **DOMINO'S TEAMS UP WITH FOURSQUARE**

*Mayors to get free pizza each week and all Foursquare users to benefit from additional offers*

Domino's Pizza, the UK's leading pizza delivery company, has teamed up with social media location application Foursquare to offer Foursquare users both discounts for all and a special free pizza offer for the mayor of any Domino's store.

With immediate effect, every Wednesday will see the mayor of any Domino's store receive a free small pizza. In addition, any Foursquare user who checks in at a Domino's store and spends over £10 will receive a free garlic pizza bread.

The deal was arranged web company Vexed, one of Domino's digital agencies.

Chris Moore, CEO of Domino's Pizza, said: "Our customers are heavy users of social media, so it makes sense for us to communicate with them in this way. Following the success of our recent Facebook superfan initiative and affiliates' widget, Foursquare was the obvious next step.

"Our franchisees up and down the country are looking forward to welcoming their mayors every day of the week – but especially on Wednesdays when we will be cementing the relationship with a free small pizza."

**-Ends-**