



# Domino's Pizza

## NEWS

*For immediate issue*

November 23, 2010

### **DOMINO'S PIZZA PROVIDES A MEGA DEAL FOR BIRMINGHAM'S PIZZA LOVERS**

*- Mega Week across Birmingham -*

[Domino's](#), the local pizza delivery expert, is taking over Birmingham this week as stores in and around the area promote their Mega Week deal to all their pizza loving customers.

Domino's wobble-boarders are taking to the streets in their pizza box outfits to advertise the mega deal to all local residents. The deal, which is any pizza, any size for £6.99 on carry out and £9.99 on delivery, will be seen all over the towns over the next few days. 21 Domino's stores in the area are joining forces for the mega week and there will in the region of 400 wobble-boarders on the streets of Birmingham and surrounding towns advertising the promotion.

Archie Yasin, franchisee of Domino's Edgbaston store, said: "Mega Week is an important event in the Domino's calendar and we like to actively promote this amazing deal to as many people as possible. Wobble boarding is the best and quickest way to get our message across to all the pizza loving customers in these towns. It is also a great opportunity for all the stores in the area to unite and have some fun advertising this promotion.

"All our team members are fired up and ready to go – they have lots of energy and passion and are ready to serve delicious piping-hot pizza to local residents so let's hope the people of Birmingham know a good deal when they see one!"

Domino's pizzas are all made to order using only high quality ingredients. Fresh dough is topped with vine-ripened tomato sauce and 100% mozzarella, then customised with fresh and tasty toppings from around the world. To find your nearest store or order online, visit [www.dominos.co.uk](http://www.dominos.co.uk)

**-ENDS-**

**Notes for editors:**

Stores taking part in the Mega Week include Edgbaston, Yardley, Shirley, Hall Green, Rubery, Halesowen, Dudley, Wolverhampton, Walsall, Aldridge, Solihull, Kidderminster, Stourbridge, Wylde Green, Castle Bromwich, Oldbury, Kingswinford, Willenhall, Kingstanding and Tamworth.

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 26 September 2010, there were 643 stores in the UK and the Republic of Ireland. Of these, 508 stores are in England (including our first on the Isle of Wight), 47 are in Scotland, 25 are in Wales, 15 are in Northern Ireland, one is on the Isle of Man, 46 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 65 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 online at [www.dominos.co.uk](http://www.dominos.co.uk) and customers in the Republic of Ireland can order online at [www.dominos.ie](http://www.dominos.ie).

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