



Domino's Pizza

NEWS

For immediate release

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DOMINO'S DEVICES A BETTER BIN

- Domino's Pizza works with local council in Devizes to create new street bin big enough to take pizza boxes -

Domino's Pizza, the pizza delivery experts, and the local council in Devizes, have come up with an idea to create a more effective street bin due to the fact it will be big enough to take pizza boxes.

Corporate social responsibility is an area of business Domino's takes very seriously and ensuring that street litter is reduced is an important factor. In helping to create this better equipped bin it should encourage customers to dispose of their litter more responsibly.

Michaela Roberts, marketing manager for Domino's Pizza in Devizes said: "We like to encourage all our customers to dispose of their litter sensibly – now we have given them no excuses with a bin that is big enough to take our pizza boxes. No more leaving them in the street or having to fold them in half and shove them in. This bin will hopefully help with the reduction of litter in the town. It was certainly more than a *throwaway* comment when first mentioned. We can really see this bin providing a real purpose."

Carole Berry, direct services manager from Devizes Council, said: "We are really pleased that Domino's has taken this idea on board and helped us to develop this bigger bin. As a Council, street litter is always a concern for us, so in creating this bin we hope that the general public will act more responsibly when disposing of their litter. The bin will be fully branded with Domino's logo, so it will be easy to see that pizza boxes will fit in it. Domino's is the first fast-food company in Devizes to adopt this idea, and we hope that their actions will encourage other companies in the town to provide better refuse facilities for their customers. We think the idea is *litter-ally* brilliant!"

-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 26 December 2010, there were 665 stores in the UK and the Republic of Ireland. Of these, 527 stores are in England, 47 are in Scotland, 26 are in Wales, 15 are in Northern Ireland, one is on the Isle of Man, 48 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 and customers in the Republic of Ireland can order online at www.dominos.ie. In addition, iPhone customers can order by downloading the free Domino's app.

For more information, please contact:

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