



Domino's Pizza

NEWS

Immediate release

March 15, 2011

DOMINO'S PIZZA IN CAMBOURNE PUSHES DELIVERY BY BICYCLE

- Domino's Pizza in Cambourne delivers by bicycle twice a week-

Domino's Pizza, the number one pizza delivery expert, has introduced a new delivery method in its store in Cambourne – to deliver by bicycle.

This low cost and environmentally friendly way to deliver is being encouraged by the team members in the store. It is to show the local residents that Domino's cares about the environment and is willing to promote this back to basics method.

The team in store are raring to go and look forward to their deliveries by bike.

Team member, [insert team member name] said: "I look forward to making deliveries using my bike. It gets me out in the fresh air and it is good for local residents to see us riding with this idea. We have received a lot of positive feedback from our customers."

Marketing manager for the Cambourne store, Kerry Lloyd, said: "We are keen to encourage our team members to take part in this activity. We believe that by making this commitment to deliver pizzas by bike twice a week that, this small change can make big change happen."

-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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Ref: DPGL/AL/393