



Domino's Pizza

NEWS

For immediate release

March 25, 2011

DOMINO'S TRIPLE STORE OPENING IN NORTHERN IRELAND

- Domino's Pizza opens three new stores in Northern Ireland on the same day creating 100 new jobs -

Domino's Pizza, the pizza delivery expert, has today [Friday, March 25] opened three new stores, in the towns of Larne, Armagh and Carrickfergus. The three new stores have created over 100 new jobs in Northern Ireland.

To celebrate the triple new store opening, Irish TV presenter Gerry Kelly, two players from the Ulster rugby team and Miss Northern Ireland, Lori Moore, will visit the Carrickfergus store to officially congratulate Domino's on its achievement and welcome the store to the town. Danny Domino, Domino's Pizza's official mascot, will also be on hand to join in the fun.

The Mayors of Carrickfergus, Larne and Armagh will also be visiting each new store to meet the new store teams and take guided tours of the new premises.

Chris Moore, Chief Executive Officer for Domino's Pizza UK & Ireland, said: "We are delighted to be opening three new stores in Northern Ireland all on one day. We continue to thrive as the number one pizza delivery expert and bringing 100 new jobs to the towns of Larne, Carrickfergus and Armagh is a fantastic achievement for us and a welcome boost for the local economies.

"In the UK and Ireland, our aim is to open 60 new stores this year. We are very proud to continue to open new stores, build our business and generate employment in this challenging economic climate."

Domino's three newest stores will all be running opening offers, so to check what deals are available or place an order, please visit them at:

Domino's Pizza, Redlands Road, Port of Larne Leisure & Retail Park, Larne or call the Larne store on 02828 275555

Domino's Pizza, Woodburn Road, Carrickfergus or call the Carrickfergus store on 02893 364555

Domino's Pizza, The Mall West, Armagh or call the Armagh store on 02837 511115

Alternatively visit the Domino's website at www.dominos.co.uk or download the app for use on your iPhone.

Check out Domino's Facebook page at www.facebook.com/dominospizza or follow @Dominos_UK on Twitter. You can also search #dominosNIjobs on Twitter.

-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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