



Domino's Pizza

NEWS

For immediate release

April 21, 2011

'DOROTHY' OPENS DOMINO'S PIZZA'S IN TONYPANDY

- Local celebrity, Sophie Evans, officially opens the new store in Tonypany -

Domino's, the local pizza delivery expert, has opened a new store on Dunraven Street in Tonypany. The store officially opened yesterday [Wednesday, April 20] and comes as a welcome boost to the area with the creation of 25-30 jobs.

Local Tonypany celebrity, Sophie Evans, visited the store to officially welcome Domino's Pizza to her home town.

Sophie, 18, captured the hearts of the nation as runner-up on the hit BBC prime time show, *Over the Rainbow*.

Although she wasn't cast as the lead, Andrew Lloyd Webber was so impressed by Sophie's talents that he chose her to appear as Dorothy in his West End production of the Wizard of Oz, for selected performances on Tuesdays and at other times throughout the year, including a week-long run of shows beginning on May 2. The Wizard of Oz is currently being shown at the London Palladium.

Tej Rendeve, franchisee for the new store said: "It was great to meet Sophie. I know she is a local girl that is currently making it big in the West End, so we were honoured to have her come home and officially open our new store. All the team were so excited when Sophie arrived – they couldn't wait to give her some lessons in pizza making! Sophie was happy to swap her ruby slippers for the day, in favour of a Domino's Pizza apron and really enjoyed getting involved. She even made a delivery with me in my branded Domino's Ferrari – it certainly caught the eye of passers-by and when we turned up with fresh, hot pizza for her friends – they were certainly impressed!

"I am pleased to bring new jobs and a skilled team of pizza makers, customer service representatives and delivery experts to the area - all ready to serve the residents of Tonypany with our delicious piping-hot pizza."

Sophie Evans said: "I was so excited when I heard Domino's Pizza was coming to my home town – so to be invited to open the store and take part in some pizza making lessons was just fantastic. I am a big Domino's fan, and often treat myself to my favourite pizza when I am staying in London. I think Dorothy would approve – after all I think she would enjoy tucking into some hot, tasty pizza before setting out on her long journey down the yellow brick road. Having a

Domino's Pizza store in the town will certainly help me to remember – there's no place like home!

"I just know Domino's is going to do well in Tonypany – my family and I will certainly be ordering from them on a regular basis."

Matthew Rees and Morgan Stoddart, players for the Llanelli Scarlets also visited the new store to show their support. The guys were real team players and couldn't wait to tackle some dough and try some fresh, hot pizza.

The store is open from 11am to 11pm seven days a week. To place an order, you can visit them at Dunraven Street, Tonypany, CF40 1AP or call them on 01443 441 888. Alternatively, you can order online at www.dominos.co.uk or visit: <http://www.dominos.co.uk/ourstores/Tonypany.aspx>. Don't forget to check out their Facebook page for all the latest news and offers at www.facebook.com/DominosTonypany

-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 27 March 2011, there were 672 stores in the UK and the Republic of Ireland. Of these, 530 stores are in England, 47 are in Scotland, 27 are in Wales, 18 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 9,350 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:

The Domino's Pizza Press Office

Domino's Pizza Group Ltd

Tel: 01908 580732

E: pr@dominos.co.uk

Ref: DPGL/AL/417