



Domino's Pizza

NEWS

For immediate release

May 26, 2011

FRANCHISEE CROWNED *MR PIZZANALITY* BY DOMINO'S

Domino's Pizza franchisee Shayban Al-Ibrahim has been awarded the prestigious title of *Mr PizzaNality* at Domino's recent awards ceremony which took place on Monday, May 23 at the ACC (Arena and Convention Centre) in Liverpool.

The title Mr PizzaNality is awarded to one individual from Domino's stores in the UK and Ireland who has shown pizzazz, passion and initiative in the true spirit of Domino's Pizza. Shayban scooped the title for his up for anything attitude and for his creative ideas on how to market Domino's within his local communities. His recent sponsorship of Miss Universe Wales clearly showed he was keen to stand out.

Shayban Al-Ibrahim, Domino's Pizza franchisee, said: "Domino's Pizza is a fantastic brand and I am glad to be a part of it. The company has continued to grow over the 10 years I have been here and I am pleased to have grown with it, now owning 10 stores and counting. To be named as this year's Mr Pizzanality is a great honour as this award is only given to a special few so I am delighted to be in that rare and elite group."

Shayban joined Domino's as a franchisee in 2001 when he opened his first store in Bridgend. He went onto build the brand in South Wales and now owns a further nine stores in the towns of Pontypridd, Caerphilly, Blackwood, Barry, Chepstow, Cwmbran, Merthyr Tydfil and two stores in Newport.

Domino's Pizza's annual awards recognise the talents and hard work of the franchisees and in-store team members from the company's 672 stores in the UK and Ireland.

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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.

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Ref: DPGL/AL/427