



Domino's Pizza

NEWS

For immediate release

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GET STUFFED!

DOMINO'S STUFFED CRUST™ SET TO TAKE PIZZA LOVERS BY STORM

Following phenomenal demand from pizza lovers, Domino's Pizza, the pizza delivery expert, has officially launched Domino's Stuffed Crust.

With the new Domino's Stuffed Crust, your favourite pizza just got even tastier! Featuring mozzarella cheese with a hint of garlic and herbs in Domino's famous fresh dough, Domino's Stuffed Crust is now available on all medium and large pizzas. This mouth-watering addition to Domino's menu can be purchased in all UK stores.

Simon Wallis, sales and marketing director at Domino's, said: "Domino's Stuffed Crust topped the list of all our customer requests so we're delighted to be able to finally launch it. It's been a while coming but we wanted to make sure Domino's Stuffed Crust was just right and used our delicious fresh dough. Every Domino's Stuffed Crust is made by hand to order, ensuring the tastiest pizza and a crust that pizza lovers won't be able to get enough of."

Domino's Stuffed Crust is being launched with a multi-channel campaign entitled 'Get Stuffed', running on TV, online and in print.

Grab a slice of the action with Domino's Stuffed Crust – order online at www.dominos.co.uk, use Domino's iPhone and Android ordering apps or visit your local store.

-Ends-

Notes to Editors

Domino's Stuffed Crust is available on medium and large pizzas in Domino's UK stores.

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, mobile customers can order by downloading Domino's free iPhone and Android apps.

For more information, please contact:

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