



# Domino's Pizza

## NEWS

*For immediate release*

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### **FREE ICE-CREAM FRIDAYS FROM DOMINO'S – MAKING FRIDAYS FANTASTIC!**

*- Free Ben & Jerry's when you spend £20 online on Fridays -*

Make your Fridays fantastic with the latest deal from Domino's Pizza. The [pizza delivery expert's](#) new *Free Ice-cream Fridays* starts tomorrow [Friday June 24,2011]. Simply spend over £20 online with Domino's on a Friday and receive a 500ml tub of irresistible Ben & Jerry's ice-cream absolutely free.

With four favourite Ben & Jerry's flavours included in the deal, they're perfect to polish off after your pizza. Choose from mouth-watering Caramel Chew Chew, moreish Chocolate Fudge Brownie, delicious Cookie Dough and the legendary Phish Food.

Simon Wallis, sales and marketing director at Domino's, said: "We're delighted to create another reason for pizza lovers to celebrate the end of the week with *Free Ice-cream Fridays*. After a piping hot Pepperoni Passion, there's nothing better than tucking into a tub of ice-cream and this great deal is guaranteed to make Fridays fantastic from now on!"

To grab a slice of the action with Domino's and *Free Ice-cream Fridays*, order online at [www.dominos.co.uk](http://www.dominos.co.uk).

**-Ends-**

#### **Notes to Editors**

Free Ice-cream Fridays available in Domino's UK stores from Friday 24<sup>th</sup> June 2011. Offer ends 12th August 2011. Domino's cookies are provided in those stores not serving Ben & Jerry's ice-cream. For full terms and conditions, visit [www.dominos.co.uk](http://www.dominos.co.uk) and click on 'Boring Legal Stuff'.

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](http://www.dominos.co.uk) and customers in the Republic of Ireland can order online at [www.dominos.ie](http://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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