



# Domino's Pizza

## NEWS

*For immediate release*

June 22, 2011

### **PIZZA LOVERS AHOY!**

#### **DOMINO'S ANNOUNCES CHECK-IN DEAL AND DOMINO'S STUFFED CRUST QUEST**

To celebrate its new Domino's Stuffed Crust, the [pizza delivery expert](#) has announced two social platform initiatives to spread the word – a location-based offer integrated with Facebook® Deals and internet-based treasure hunt, Domino's Stuffed Crust Quest.

The Facebook Deals promotion starts on Thursday [June 23, 2011] and offers a free garlic pizza bread when Facebook users check in to any UK Domino's store and order a Domino's Stuffed Crust. To claim, customers simply need to present the check in screen on their mobile to the order taker. By checking in with their Facebook account, pizza lovers can also publish it back to Facebook and share it with friends.

For budding treasure hunters, Domino's Stuffed Crust Quest will launch later this week. The interactive quest will challenge Domino's fans to follow clues around the internet during a limited time period to collect a series of letters. The letters will spell out a secret code that can be redeemed for tasty Domino's Stuffed Crust bounty. The quest has been integrated with Domino's Facebook Page, where the first clue will be released in the next few days via a status update.

Simon Wallis, sales and marketing director at Domino's, said: "We're delighted to announce the integration with Facebook Deals and Domino's Stuffed Crust Quest to generate additional buzz across social platforms and encourage pizza lovers to get onboard with our new product. We know that our Facebook fans love to interact with us and hope these activities will really help to whet their appetite for our new Domino's Stuffed Crust."

Domino's Stuffed Crust features 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 in stores across the UK.

Grab a tasty deal by checking in via Facebook or start treasure hunting with Domino's Stuffed Crust Quest at [www.facebook.com/DominosPizza](http://www.facebook.com/DominosPizza).

**-Ends-**

**Notes to Editors**

The Facebook Deal is valid until 14<sup>th</sup> August 2011.

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.

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