



Monday 27th June 2011



DOMINO'S PIZZA TO SPONSOR NEW TV EVENT FROM ITV STUDIOS AND SYCO TV – *RED OR BLACK?*

Domino's Pizza, the pizza delivery expert, has today been announced as the fully integrated sponsor of brand new ITV Studios and Syco show – *Red or Black?*, due to air on ITV1 this autumn.

Hosted by Ant and Dec, the show will be stripped across the prime time schedule, and gives ordinary people across the UK the chance to become millionaires. Each night, over the course of a week, eight people will face a life-defining moment as they are offered the chance to walk away with £1 million, or nothing at all. Each night will show how the final eight started off as just faces in a crowd of thousands at the Red or Black? Arena. Viewers will then see them play colourful outdoor challenges in their local areas before reaching the live studio to battle it out. Over one hundred thousand people applied to take part in the show and the first exciting stage has already been filmed at Wembley Arena.

The fully integrated sponsorship package, negotiated by ITV Commercial and Arena Media, on behalf of Domino's Pizza, includes broadcast, online, interactive, mobile and off-air activation.

Simon Wallis, Sales and Marketing Director at Domino's, said: "After our fantastic success with landmark shows such as *The Simpson's* and *Britain's Got Talent*, we are delighted to be sponsoring *Red or Black* – the most eagerly anticipated TV event of the year. With its fast-paced, edge of your seat format, we know that viewers are going to be glued to their screens and while they're deciding *Red or Black* at home, we want them to be tucking in to a Domino's Pizza. The home is our point of sale so unmissable TV events such as *Red or Black* create an ideal time for a product, such as pizza, that's made for sharing – and because we deliver, there's no need to miss a minute of the action."

Simon Daghish, Director of Multi-Platforms & Partnerships, ITV added: "*Red or Black* is a hotly anticipated show for ITV and we are delighted to be working with a key partner in Domino's. This partnership has allowed ITV to work alongside Domino's and develop a multiplatform

solution that will help deliver their marketing objectives across a range of touch points with the consumer. This collaboration is a great example of how ITV wants to work with its customers in the future.”

Melissa Brown, Director of Brands and Licensing, Syco TV said, "It's fantastic to partner with Domino's for *Red or Black*, they're a great brand fit for this exciting new TV show."

Sponsorship idents will be created for Domino's by Big Communications.

For more details on the show visit www.itv.com/redorblack.

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Notes to Editors

About Domino's Pizza

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.

About ITV Studios

ITV Studios is the largest and most successful commercial production company in the United Kingdom, creating over 2,000 hours of original programming each year. Building on a heritage of over 50 years of quality programme-making, ITV Studios produces across a wide range of genres – from drama and entertainment, to factual and lifestyle including

Coronation Street, I'm A Celebrity... Get Me Out Of Here!, Emmerdale, This Morning, Dancing on Ice and Come Dine With Me.

ITV Studios has six international production companies encompassing ITV Studios America, ITV Studios France, ITV Studios Spain, Granada Australia, Granada Germany and Silverback, ITV Studios' Scandinavia based production business. ITV Studios Global Entertainment is the businesses international distribution arm representing a portfolio of ITV Studios produced and acquired finished programmes and formats.

About Syco/Simon Cowell

Syco, with offices in London and Los Angeles, is a global music, television and film production joint venture between Simon Cowell and Sony Music Entertainment. Syco Television owns and produces the BAFTA Award-winning "The X Factor," which has topped the charts around the world. Syco Television is also the owner of the "Got Talent" television format. Versions of both "The X Factor" and "Got Talent" are co-produced by Syco, and are shown in more than 70 countries and have won multiple awards including national television awards and BAFTAs.

Syco is also the record label home for such diverse international recording stars as Leona Lewis and Il Divo. Cowell has worked with artists selling more than 200 million albums and delivering more than 180 No. 1 records. Britain's Got Talent in 2009 launched the global singing career of Susan Boyle. Her debut Syco album sold over 8 million units in six weeks, making it the world's biggest-selling album of 2009 and the fastest-selling album in history and a total of 20 million records to date.

In 2009, Cowell was named No. 1 in Hollywood Reporter's Top 50 Most Powerful in Reality TV and Entertainment Weekly's Top Entertainer of the Year.

In 2010 Simon Cowell was awarded Variety International's Humanitarian Award for his extensive charitable work, The Rose d'Or Golden Jubilee Award and BAFTA's Special Award in recognition of his outstanding contribution to the entertainment industry and development of new talent. He also appeared on Time Magazine's list of Most Influential People in the World and was awarded the International Emmy Founders Award