



Domino's Pizza

NEWS

For immediate issue

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PIZZAS TO DINE FOR – NEW DOMINO'S GOURMET RANGE

- Luxurious pizzas launched by Domino's -

Domino's, the pizza delivery expert, has today [August 15, 2011] launched a sensational new range of Gourmet pizzas.

The Domino's Gourmet Range features a host of mouth-watering new toppings on a fresh thin crust base, hand-stretched using Domino's famous fresh dough, then covered in sundried tomato and garlic sauce and 100% mozzarella cheese. The trio of pizzas includes:

- Rustica – juicy chicken breast strips, naturally smoked bacon rashers, baby spinach and SunBlush baby plum tomatoes
- Firenze – a fiery combination of Ventricina salami, pepperoni and Peruvian roquito peppers
- Florentine – delicious Greek feta cheese, baby spinach and SunBlush baby plum tomatoes

Enjoy a sumptuous side too with a Gourmet garlic bread, made using the new fresh thin crust base, sundried tomato and garlic sauce and 100% mozzarella cheese.

Simon Wallis, sales and marketing director at Domino's Pizza, said: "Our new Domino's Gourmet Range has been specially developed to appeal to a different type of pizza-eater who is looking for a lighter pizza and more distinctive flavours, which are akin to those you might find in a traditional pizzeria. We want to make dining in, the new dining out with Domino's Gourmet Range."

Domino's Gourmet Range is available on general sale in all UK and Ireland stores from August 15, 2011.

-ENDS-

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. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany.

As at 26 June 2011, there were 688 stores in the UK, Republic of Ireland and Germany. Of these, 543 stores are in England, 47 are in Scotland, 28 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 48 are in the Republic of Ireland and two are in Germany.

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 70 international markets. 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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