



Domino's Pizza

NEWS

For immediate issue

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PICK RED OR BLACK? AND SCOOP A GOURMET LIFESTYLE WITH DOMINO'S

- Top notch trip to Las Vegas up for grabs from sponsors of *Red or Black?* -

Fancy enjoying a gourmet lifestyle? Now you can with Domino's, the pizza delivery expert, and the competition running as part of its sponsorship of ITV1 television event – *Red or Black?* The gourmet lifestyle prize is being provided by Domino's to celebrate the launch of its new Gourmet pizza range.

The competition will run each night alongside the *Red or Black?* television show and give people the chance to win a fantastic trip to Las Vegas with five star luxury accommodation and £1,000 spending money. Entrants simply need to register at itv.com/dominos and choose the colour red or black and which programme they wish to play along with. The outcome of the spin of the *Red or Black?* wheel on television will then see entrants who chose correctly going through to a nightly draw to be in with the chance of winning one of seven pairs of tickets for the gourmet lifestyle trip.

There is also an opportunity to win via Domino's UK Facebook page – www.facebook.com/DominosPizza. Fans simply need to correctly guess the outcome of a series of humorous video clips which will score them points. A leader board will list the day's winners, who each receive a Domino's pizza party, and the winner of one pair of tickets for the gourmet lifestyle trip will be the person with the most points overall. The Facebook competition is now live so log on to start playing straight away!

Simon Wallis, sales and marketing director for Domino's, said: "We are delighted to be sponsoring *Red or Black?* – the television event of the year. *Red or Black?* could make seven contestants millionaires and as part of our sponsorship, we wanted to offer viewers at home and our Facebook fans the chance to grab a slice of luxury with an amazing trip courtesy of Domino's Gourmet Range. The gourmet lifestyle competition will be a lot of fun to get involved in. Whether you play along with the television show or engage on Facebook, we're sure it will have pizza lovers on the edge of their seats!"

Be in with the chance of winning a slice of gourmet lifestyle – visit www.itv.com/dominos or find Domino's on Facebook at www.facebook.com/DominosPizza. For details on *Red or Black?*, see www.itv.com/redorblack or to order a pizza from Domino's Gourmet Range, log onto www.dominos.co.uk.

-ENDS-

Notes to Editors:

Domino's Gourmet Range 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

A Gourmet garlic bread is also available, made using the new fresh thin crust base, sundried tomato and garlic sauce and 100% mozzarella cheese

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 iPad, iPhone and Android apps.

For more information, please contact:

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