



Domino's Pizza

NEWS

For immediate issue

September 5, 2011

GRAB A PIZZA AND GO WITH NEW HOT 'N' READY AT DOMINO'S

Always in a rush to get something tasty to eat in your lunch break? From today [Monday September 5, 2011], pizza lovers will be able to grab and go with new Hot 'n' Ready from Domino's in Chelmsford and Harlow.

Hot 'n' Ready offers a selection of Domino's classic personal pizzas and side orders that are oven-baked and ready for customers to enjoy straight away. There's no need to order in advance or wait for it to be prepared as the Hot 'n' Ready range is available for collection from the stores on Duke Street in Chelmsford and West Gate in Harlow. Pick up a pizza or side order anytime between 11am and 4pm, seven days a week.

The Domino's stores in Chelmsford and Harlow are among the first stores in the country to offer Hot 'n' Ready. For a limited period, the stores are running a special Hot 'n' Ready personal pizza for £1 deal – simply mention the offer when you order.

Paul Ashurst, franchisee of Domino's Chelmsford and Harlow, said: "We all know what it's like – having a short lunch break but being bored of your usual sandwiches. Our new Hot 'n' Ready option will give customers wanting to get something tasty to eat the chance to pop in and pick up a pizza and side order that's oven baked, piping hot and ready to be eaten straight away."

To grab a slice of the action with Hot 'n' Ready at Domino's, pop in to the stores at 65 Duke Street, Chelmsford CM1 1LW and 13 West Gate, Harlow CM20 1JS.

-ENDS-

Notes to Editors:

Hot 'n' Ready is available from 11am – 4pm seven days a week in Domino's Chelmsford and Harlow stores. The £1 deal is running until Monday September 18, 2011 and available on personal cheese and tomato, pepperoni and ham and pineapple pizzas – see in-store for details.

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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