



Domino's Pizza

NEWS

For immediate release

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FANCY A BIG BROTHER PIZZA?

GRAB THE CELEBRITY HOUSEMATES' PIZZA MASTERPIECE AT DOMINO'S

Celebrity Big Brother fans can grab a slice of the action from the latest task by ordering the housemates' pizza from Domino's, the [pizza delivery expert](#).

The pizza making challenge, aired on Channel 5 last night, saw two teams of celebrity housemates attempt to create a pizza masterpiece while attached to bungee ropes and being squirted with tomato sauce.

The winning Celebrity Big Brother pizza is being sold by Domino's as part of its official eviction night partner deal currently running with the show. The pizza features a star studded combination of pepperoni, pineapple, green peppers and chicken breast strips on Domino's classic crust with vine-ripened tomato sauce and 100% mozzarella cheese.

Order the Domino's Big Brother pizza exclusively via Facebook for a limited period – simply log onto https://www.facebook.com/DominosPizza?sk=app_256703434362897 and click through to have it automatically added to your basket.

-ENDS-

Notes to Editors:

Domino's is official eviction night partner for Big Brother, in partnership with Coca-Cola. Throughout the series, Domino's will be offering a free 1.25 litre of Coke or Diet Coke on every eviction night with any purchase of a large Domino's Stuffed Crust pizza.

The Domino's Big Brother pizza is available until Friday 11th November 2011. Available in small, medium and large.

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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