



Domino's Pizza

NEWS

For immediate release

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DOMINO'S TO LAUNCH SERIOUSLY MEATY *MEATILICIOUS* PIZZA

- New meaty pizza plus exclusive pizza preview for Facebook fans -

Domino's, the pizza delivery expert, is set to launch the Meatilicious – a seriously meaty new pizza, this month. To celebrate, from Monday [October 10, 2011] UK Facebook fans can exclusively try the pizza seven days before it goes on general sale.

The Meatilicious is a mouth-watering carnivorous combination of Domino's classic pepperoni and ham with succulent new chicken breast strips, smoked bacon rashers and Cumberland sausage. These tasty toppings are added to Domino's fresh dough base, along with vine-ripened tomato sauce and 100 per cent mozzarella cheese. The Meatilicious is also a perfect pizza to try on the new Domino's Stuffed Crust, which features mozzarella cheese with a hint of garlic and herbs expertly stuffed in the crust of Domino's famous fresh dough base.

To promote the launch of the Meatilicious, Domino's is running a special preview campaign on Facebook. From Monday [October 10, 2011] for a limited period, fans of Domino's UK page will be able to order a large Meatilicious pizza on a Classic Crust for £9.99. Fans of Domino's Stuffed Crust will also be able to order the Meatilicious pizza on this base for just £11.99. To grab the offer, fans just need to visit the Meatilicious tab on the Domino's Pizza UK Facebook page and click on the order button to be taken through to www.dominos.co.uk where the new pizza will automatically be added to their checkout basket.

Simon Wallis, sales and marketing director of Domino's Pizza, said: "Meaty pizzas are always a popular choice and we're very excited to be launching the Meatilicious which features our famous pepperoni alongside Domino's new and even tastier chicken, bacon and sausage toppings. With over 290,000 loyal Facebook fans, we wanted to give these dedicated pizza lovers the chance to try it first and we can't wait to see their thoughts on our delicious new Meatilicious!"

The Meatilicious will be available on general sale from October 17, 2011 in Domino's UK stores.

Find Domino's on Facebook at www.facebook.com/DominosPizza. To grab a slice of the action, order online at www.dominos.co.uk, via the iPhone, iPad and Android apps or visit your local store.

-ENDS-

Notes to Editors:

The Facebook pizza preview is running from October 10, 2011 until October 16, 2011. The Meatilicious pizza will be available on general sale from October 17, 2011.

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 25 September 2011, there were 702 stores in the UK, Republic of Ireland and Germany. Of these, 553 stores are in England, 47 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 49 are in the Republic of Ireland and four 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, iPad and Android apps.

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