



Domino's Pizza

NEWS

For immediate release

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DOMINO'S TO OPEN NEW STORE IN TESCO EXTRA

Domino's Pizza, the UK's leading [pizza delivery](#) company, has teamed up with supermarket giant Tesco, to open its first store inside a Tesco Extra. The store is due to open inside the new Tesco Extra in Dudley, on Monday, October 17, 2011.

Located on the Town Gate Retail Park, Domino's new store will offer a wide menu of pizzas for collection and include a 'ready to go' option enabling customers to pick up a pizza straight away after doing their shopping. Pizza lovers will also be able to order ahead in person at the store or by phone, online or using Domino's iPhone, iPad and Android apps to ensure their favourite pizza is piping hot and ready for them to collect at a time to suit them.

The store will be open from 11am – 11pm, Monday to Saturday, and 11am – 4pm on Sundays. It has created 15 new full and part time jobs in the local area.

Chris Moore, chief executive of Domino's Pizza said: "We are really excited to be opening our first store with Tesco. This gives us a unique opportunity to target a new market and we look forward to offering shoppers and local pizza lovers in Dudley the convenience of collecting a delicious, piping hot Domino's from their new Tesco Extra."

Steve Goswell, store manager of Tesco Extra Dudley, said: "Domino's has a fantastic reputation and is expanding at a rapid rate so we are delighted to be joining forces with them. We're looking forward to opening our doors on October 17, 2011 and offering Domino's Pizza to our customers as part of the great services from Tesco Extra Dudley."

For more information on Domino's, log onto www.dominos.co.uk.

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Notes to Editors

The new Domino's store will be located at Tesco Extra, Town Gate Retail Park, Birmingham Road, Dudley DY1 4RP.

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.

For more information, please contact:

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