



Domino's Pizza

NEWS

For immediate release

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DOMINO'S PIZZA LIVENS UP BOREHAMWOOD

- Domino's brightens up the town with a street party to celebrate their great deals -

Domino's Pizza in Borehamwood has been busy this week promoting their special limited offers – which culminates on Friday [October 14] with a lively store promotion that is sure to make the local residents smile.

The store team have been announcing to their customers that for one week only – from October 10 to October 16 – customers can purchase any classic pizza for just £6.99 when they collect and £9.99 for delivery. Domino's brings some fun to the town on Friday as a dance troop and a street full of Domino's Pizza wobble boarders will do their best to give the local residents that Friday feeling and invite them to treat themselves to a pizza.

Special Olympics Great Britain will also be sending 14 athletes along to the store to learn how to make pizza and join in the fun. Special Olympics Great Britain is Domino's Pizza's national charity of choice.

Lindsey Denoven, marketing manager for Domino's Pizza Borehamwood, said: "At Domino's we love to look after our customers – they are our number one priority and we thought we would make some noise to promote our great deals and brighten up everyone's day. Being part of the local community is very important to us so we hope that the local residents will come and see us and join in the fun."

To take advantage of the store's great offers why not visit them at 203 Shenley Road, Borehamwood, WD6 1AT or give them a call on 0208 207 0555. Alternatively, you can order online at www.dominos.co.uk.

-ENDS-

Notes to Editors:

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 698 stores in the UK and Republic of Ireland. 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 and 49 are in the Republic of Ireland.

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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