



Domino's Pizza

NEWS

For immediate release

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DOMINO'S IN LEEDS TO RAISE FUNDS ON FRIDAY FOR HELP FOR HEROES

- 'Half for Heroes' pizza promotion to raise cash for Real Radio fundraising day -

Six Domino's Pizza stores in Leeds have teamed up to raise funds for Help for Heroes this Friday [October 14, 2011], as part of the Real Radio annual charity day.

Domino's stores in Leeds city centre, Oulton, Guiseley, Headingley, Horsforth and Morley will each be running a special Half for Heroes pizza promotion, whereby half the price of a pizza bought on Friday will be donated by Domino's to Help for Heroes. The fundraising will be running on all medium and large, full priced pizzas ordered throughout the day.

In addition to the donations being made by Domino's from the pizza, the stores will also be supporting the Real Radio presenters with a team of Domino's wobbleboarders and Domino's mascot, Danny Domino, as they attempt a truck pull from Elland Road to the Real Radio studios. One of the presenters will also get the chance to join the team at Domino's and try their hand at pizza making in-store.

Anil Patil, franchisee of the six Domino's stores in Leeds taking part, said: "We are delighted to be getting involved with the Real Radio Help for Heroes fundraising day and we're pleased to be able to do our bit to help raise funds with our Half for Heroes donations. While pizza lovers are tucking into their favourite pizza this Friday, they can also feel good about raising much needed funds for a very worthy cause."

Steve South, Managing Director for Real Radio Yorkshire said; "We are delighted that such a big and respected household name as Domino's Pizza have opted-in to Real Radio's Help For Heroes Day. This is a great day for a great cause and their support is fantastic."

Real Radio's annual charity day seeks to raise funds for Help for Heroes, which supports members of the Armed Forces who have been wounded in the service of their country.

Order your Half for Heroes pizza on Friday from Domino's stores in Leeds city centre, Oulton, Guiseley, Headingley, Horsforth and Morley.

- 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 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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