



Domino's Pizza

NEWS

For immediate release

October 21, 2010

DOMINO'S LAUNCHES DOUBLY DELICIOUS NEW BASIL BURST BASE

- Grab a new Basil Burst and get a free 1.25 litre Coca Cola for a limited period -

Domino's Pizza, the pizza delivery experts, has launched a new doubly delicious pizza base. The Basil Burst Double Decadence pizza features a layer of flavoursome pesto sandwiched between two thin crust bases. To mark the launch, Domino's is offering a free 1.25 litre Coca Cola with every Double Decadence pizza.

The mouth-watering layer of basil pesto combines perfectly with Domino's vine ripened tomato sauce and 100% mozzarella. Plus, it really brings out the flavour of all Domino's fresh toppings so your favourite pizza just got even tastier. The delicious new base can be enjoyed with any of Domino's classic topping combinations or, if you're feeling adventurous, you can Create Your Own.

If pesto's not your passion, pizza lovers can always opt for Domino's original Double Decadence base featuring a layer of cheese and herb sauce sandwiched between two thin crust bases.

Treat yourself to this new taste sensation and for a limited period, Domino's is offering a free 1.25 litre bottle of Coca Cola with any Double Decadence pizza. Every Double Decadence comes in its own special posh Domino's pizza box.

To launch the Basil Burst Double Decadence, Domino's is running a multi channel campaign including TV, video on demand, digital display and social media. Kicking off the activity is Domino's Facebook competition to develop a special duets playlist on top digital music service – Spotify. To enter, UK Facebook fans simply need to vote for their favourite duet at www.facebook.com/DominosPizza and the top 10 songs with the most votes will be made into a Domino's playlist on Spotify. All entrants will also be entered into a draw to win free pizzas.

In addition, Domino's will be taking over the homepage of leading TV listings website – TVGuide.co.uk, on 30th October and 13th November. The homepage takeover will integrate video and digital display to promote the tasty new Basil Burst Double Decadence, with a direct link through to Domino's ordering site.

The Basil Burst Double Decadence is now on sale in Domino's stores across the country. Visit www.dominos.co.uk for more details.

-Ends-

Notes to Editors:

Basil Burst and original Double Decadence bases are available in medium and large only. The new Basil Burst Double Decadence uses vegetarian nut-free pesto. Domino's original Double Decadence base was first launched in 1994.