



Domino's Pizza

NEWS

For immediate issue

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DOMINO'S AND ESPN TEAM UP TO DELIVER FREE WEEKEND OF TOP SPORT

- ESPN Free Weekend, courtesy of the pizza delivery experts, gives sports fans a taste of the action from Barclays Premier League, Aviva Premiership, WRC, Serie A, NBA Basketball in London, American Sport and more -

Domino's, the local pizza delivery expert, is teaming up with ESPN in an exclusive deal to bring a free weekend of sport into homes across the country on ESPN and ESPN America.

From 6 a.m. on March 4, 2011 to 6 a.m. on March 7, ESPN's Free Weekend will give fans a taste of the action courtesy of Domino's Pizza. Fans will be able to watch a weekend of sport across both ESPN and ESPN America, including the live Manchester City v Wigan Athletic Premiership match, without subscription. The weekend's sporting schedule will also feature a host of other sports including NBA Basketball (live from the O2 in London), Aviva Premiership Rugby, World Rally Championship live from Mexico, American sports action (including NHL hockey and College Basketball) and more - all courtesy of Domino's.

The collaboration will also see Domino's featured in TV and press ads, radio (including TalkSport) and across ESPN's digital properties.

Simon Wallis, sales and marketing director for Domino's, said: "Everyone knows sport and pizza are the perfect combination and we're very pleased to be able to deliver fantastic Premiership action and other key sports during our Free Weekend on ESPN. We're always looking for innovative new ways to reach people in their homes and by giving them a weekend of top free sport on ESPN, there's never been a better reason to get a Domino's pizza delivered and not miss a moment of the action."

Alan Fagan, group director of advertising sales and sponsorship ESPN - Europe, Middle East and Africa, said: "This is an example of a great fit between two brands, promoting two great products that sports fans love. The breadth of the sporting events available to fans includes top-flight football, rugby, motorsports and basketball. It's the perfect weekend for sport lovers to sit down with family and friends to watch, eat and enjoy."

Grab a free taste of the action on ESPN, courtesy of Domino's. Complete the perfect weekend in with a pizza – order online at www.dominos.co.uk.

ESPN Free Weekend, courtesy of Domino's Pizza, includes ESPN and ESPN America in the UK and Ireland. It is available to all Sky, Virgin Media and TalkTalk viewers in the UK and to all UPC and Sky viewers in the Republic of Ireland.

-ENDS-

Notes for editors:

ESPN is available on **Sky, Virgin Media, TalkTalk TV** and **UPC** (in Ireland) on the following channel numbers:

Sky (UK and Ireland):	Channel 417
Virgin Media:	Channel 529 (HD – Channel 530)
TalkTalk TV:	Channel 555
UPC (Ireland):	Channel 407 (HD channel 416)

ESPN America is available on **Sky, Virgin Media** and **Talk Talk** on the following channel numbers:

Sky (UK and Ireland):	Channel 430, HD – Channel 431
Virgin Media:	Channel 531
TalkTalk TV:	Channel 566
UPC (Ireland):	Channel 410

The partnership was coordinated by Arena Media.

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