



NEWS



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DOMINO'S PIZZA LAUNCHES THE IRRESISTABLE CHEESE STEAK MELT

- It's love at first bite! -

It's Friday night and your taste buds are in a spin - do you choose a juicy steak or a piping hot delivered pizza? Now you can have both thanks to the experts at Domino's who have created the ultimate solution – the Cheese Steak Melt.

The Cheese Steak Melt is unlike any other Domino's pizza. It's completely sauce-free and topped with strips of tasty beef steak, juicy green peppers, onions, layers of extra American white and mozzarella cheese and, every steak's best mate, fresh mushrooms.

If that hasn't got your taste buds tingling enough, the Cheese Steak Melt is available on three delicious bases - Domino's hallmark fresh dough base, the Chicago Thin Crust for a lighter, crispier bite or Double Decadence™ with two thin layers sandwiched together and filled with a creamy cheese and herb sauce.

Pizza guru, Chris Moore from Domino's, says, "For 2,000 years, all over the world, people have adapted the basic pizza to create meals that appeal to every palate. Pizza is also an easy way to try out diverse and interesting combinations of food in a way that's familiar. That's why pizza is the world's most flexible and appealing food. Our new Cheese Steak Melt combines delicious ingredients that are a famous combo in the United States."

Over the last 45 years, the pizza has been adapted by Domino's to suit many other international tastes. For example, the favourite Domino's topping in India is lamb and pickled ginger, in France it's fresh cream and in Japan it's squid.

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**We love to feed the media!
Please contact us for a free pizza.**

Domino's is dedicated to delivering the freshest, tastiest and hottest pizza on time, every time. The Cheese Steak Melt is available nationwide from 18 April 2005.

Customers can now order at their local store, from Domino's via the national hotline 087 121212128*, online at www.dominos.co.uk, or through Sky Active TV. Customers can find their local store by sending their postcode via SMS to 61212.

*Calls from 087 12 12 12 12 cost 10p per minute. Charges for calls made from mobile phones may vary.

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Notes to Editors

- * Available in medium only
- Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery.
- This year Domino's celebrates its 20th anniversary in the UK and today remains the UK and Ireland's leading player in the fast growing pizza delivery market, with over 350 stores nationwide.
- Domino's Pizza is dedicated to delivering hot, freshly made pizza to customers on time every time. Using fresh and fine ingredients, a typical Domino's menu offers customers 66 million different pizza combinations, reaffirming pizza's long-held place as the world's most flexible and appealing food.
- Domino's Pizza is widely recognised as the pioneer of the pizza delivery concept and over the years has invented, or been first to use, most of the equipment and systems now used as standard by the industry.

For further information on Domino's Pizza and photography contact Michelle Curley / Ruth Barley at Lexis PR on 020 7908 6488/or mcurley@lexispr.com