



NEWS



3 January 2005

DOMINO'S BRINGS *EXTRA* TASTY PIZZA TO IRELAND

This month Ireland is grabbing a pizz-a pizza history! Domino's is launching its tasty new Extra Thin Crust exclusively for Irish pizza lovers who fancy something a little lighter but just as tasty. It's Domino's lightest base ever - wafer thin and crispy all the way through and keeping its crunch to the very last bite.

It's not just the thickness that's new - the cut is too. The Extra Thin Crust is served Chicago style meaning the pizza is cut into bite-size squares not slices, making it perfect for party finger-food or sharing at home with friends and family.

Pizza expert, Chris Moore from Domino's Pizza, says: "The Extra Thin Crust is perfect for people who may have over-indulged a touch but still fancy a treat with their favourite pizza. It's great because it's as delicious as our regular bases but lighter in taste and texture. You can customise it with your favourite fresh and tasty toppings so whether you want to warm up the winter evenings with The Sizzler or fast forward to the summer months with a Texas BBQ, you'll find the ideal pizza to sink your teeth into."

Dedicated to delivering the freshest, tastiest and hottest pizzas on time every time, Domino's has more than 20 stores in Ireland where every Domino's pizza is made to order. Extra Thin Crust is available nationwide from today.

More/

For details of your nearest store, log onto www.dominos.ie

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

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



NEWS



Ends

Notes to Editors:

- Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery.
- The first Domino's store in Ireland opened in 1991 and today Domino's is Ireland's leading player in the fast-growing pizza delivery market, with over 20 stores nationwide.
- Domino's Pizza is dedicated to delivering hot, freshly made pizza to customers on time every time. A typical Domino's menu offers customers the choice of over 200 million pizza combinations, reaffirming pizza's long-held place as the world's most flexible and appealing food.
- Customers can view the full menu and find their local store via www.dominos.ie
- Further information on Domino's and photography is available from Michelle Curley / Lynn Brown at Lexis PR on +44 20 7908 6488.

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

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