



Domino's Pizza

NEWS

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DOMINO'S SCOOPS TOP MEDIA AWARD FOR DIGITAL ACTIVITY

Domino's Pizza, the pizza delivery expert, has won a prestigious media industry award for its innovative online activity. The Revolution Awards recognise brands who consistently challenge tried and tested marketing conventions, providing a benchmark of excellence from which the rest of the world can learn.

Domino's scooped the best use of affiliate marketing award for its Facebook Superfans initiative and social affiliate 'widget' which enables website owners to download the widget and receive payment for any pizza orders placed with Domino's by clicking through it. Over 6,500 downloads of the widget have been made to date while Facebook Superfans helped to create nearly 32,000 followers in just four months.

Superfans and the social affiliate widget were developed in association with Domino's long-standing digital agency, Arena Quantum.

Chris Moore, Chief Executive of Domino's Pizza, said: "We love winning awards like this. We've always been known for leading the way when it comes to digital activity since we launched online ordering ten years ago and we want to make sure we keep it that way. These new initiatives are just some of the fantastic ideas we've been working on with Arena Quantum and interactive orders continue to be a key driver of our business. Here's to Domino's next ground-breaking innovation!"

Dan Clays, Managing Director of Arena Quantum, said: "Domino's has built on its track record in digital marketing and inventively used social media to regularly talk and listen to customers in a way that has, most importantly, resulted in measurable business growth for their franchisees. Social media has become a mainstay of Domino's wider communications strategy and future innovations promise to be even more exciting."

Domino's Pizza has 672 stores in the UK and Republic of Ireland. For more details, log on to www.dominos.co.uk.

-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.

As at 27 March 2011, there were 672 stores in the UK and the Republic of Ireland. Of these, 530 stores are in England, 47 are in Scotland, 27 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, 48 are in the Republic of Ireland and one is a mobile unit.

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 over 65 countries. 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, iPhone customers can order by downloading the free Domino's app.

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