



# NEWS



1 February 2006

## DOMINO'S PIZZA SERVES UP A SLICE OF *THE SIMPSONS* ACTION

Domino's Pizza today announces it is to strengthen its relationship with The Simpsons, with the launch of a two year licensing deal which includes a heavy weight advertising campaign featuring the animated characters from the UK's most popular TV family.

The 30 second ads go live on 13 February and will be aired for a total of five weeks on Channel 4, Channel 5, and Sky channels, including ITV2.

The creative has been developed by The Simpsons own production team, Gracie Films, and scripted by John Fink, one of The Simpsons writers. Featuring the well-known voices of Homer (Dan Castellaneta) and Marge (Julie Kavner), viewers will see the Simpsons in a familiar mealtime scene, with Homer in pursuit of a slice of his favourite pizza, whilst Marge and the rest of the family tuck in. The ad supports the latest addition to the Domino's menu – the Ay Carumba Fajita pizza, a Mexican style pizza on a thin crust base with toppings of spicy chicken, cheese, fresh green peppers, onions and tomatoes.

Commenting on the new licensing deal, Robin Auld, Domino's Pizza Marketing Manager said, "We're very excited about both the deal and the ad campaign, both of which are a natural extension of Domino's existing association with The Simpsons. We share many of the same values of irreverence and fun and the enhanced partnership will place Domino's front of mind for pizza lovers."

The new licensing deal between Twentieth Century Fox and Domino's Pizza allows Domino's to produce Simpsons branded pizzas and side orders and support the launch of these products via joint branded marketing activity including TV advertising and Simpsons characters on menus, packaging, direct mail, online

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platforms, local store marketing and PR.

Carl Lombard, Managing Director, Fox Licensing Europe, adds: " We are delighted to have struck this deal with Domino's as the two brands are such a great fit, and it characterises the strategic approach that we have taken to managing The Simpsons as a long term licensing activity."

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For further information or photography, including stills of the ads, please contact:

Sara Barrow or Emma Wayman, Lexis PR on 0207 908 6488 / [sbarrow@lexispr.com](mailto:sbarrow@lexispr.com) or [ewayman@lexispr.com](mailto:ewayman@lexispr.com)

#### Notes to Editors:

- Domino's Pizza Group Limited is the leading player in the UK and Ireland's fast-growing pizza delivery market. Domino's Pizza UK & IRL plc is the parent company of Domino's Pizza Group Ltd which holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.
- As at 10 January 2006, there were 407 stores in the UK and Ireland. Of these, 332 stores are in England, 29 are in Scotland, 13 are in Wales, 9 are in Northern Ireland and 24 are in the Republic of Ireland.
- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a global network of over 8,000 stores in more than 50 countries
- Information on Domino's and photography is available from Sara Barrow at Lexis PR on 020 7908 6488

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