

Domino's Pizza Football Frenzy

Submitted by: Arena Quantum

Friday, 11 June 2010

LONDON, June 11, 2010 – Since pizza is one of England's favourite meals to eat while watching football, Domino's Pizza (<http://www.dominos.co.uk>) will follow the game together with all British fans. To coincide with England's campaign in South Africa, Domino's Pizza is hosting three competitions with delicious prizes.

Today, Domino's Pizza has launched a competition on Facebook to find the current squad's best lookalikes. To enter the Footballer Lookalike Competition (<http://www.facebook.com/DominosPizza#!/event.php?eid=130275283658759&index=1>), fans can upload a picture of themselves or their friends via the events tab of the Facebook fan page of Domino's Pizza UK (<http://www.facebook.com/DominosPizza>). Every week, Domino's will hand out free pizza vouchers to the best Lampard lookalike, Defoe double or other imitation of one of Fabio Capello's chosen 23. Meanwhile, Facebook users can vote for their favourite picture too by clicking 'like' under each picture. After four weeks, the public's favourite will win a free pizza party (worth £100) for the final.

Fans on Facebook can also win a free pizza during every England match. If, for example, Defoe is the first English player to score a goal, the first person to write "Defoe scored me a free Domino's!" on the official Domino's Pizza UK fan page wins a free pizza.

And last but not least, footie fans can compete for the Domino's Cup in the online football game On me 'ead (<http://bit.ly/9rY7MD>). Prizes include 25 Domino's Pizza Parties, each worth £100, and various discount codes. Players have to head footballs from one side of the screen to the other, without letting them hit the ground. Not recommended during the match – you don't want to miss the first goal!

-ENDS-

Notes to Editors:

Terms and conditions apply – see Facebook for more details.

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 28 March 2010, there were 616 stores in the UK and the Republic of Ireland. Of these, 487 stores are in England, 46 are in Scotland, 22 are in Wales, 15 are in Northern Ireland, 45 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 9,000 Domino's Pizza stores in over 60 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 from Domino's via the national hotline 087 12121212 (Calls cost 10p per minute from a BT line. Calls from mobiles may vary) and online at www.dominos.co.uk. Customers in the Republic of Ireland can order online at www.dominos.ie.

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