

NEW DOMINO'S FRANCHISEES ARRIVE IN STYLE IN LOUGHTON

Submitted by: Arena Quantum

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August 2, 2011 - Domino's Pizza in Loughton (<http://www.dominos.co.uk>) has recently changed ownership. With new franchisees Ajaz Mirza and Amir Zarinabad on board, the store celebrated in style on Friday to help spread the word about the latest tasty deals from Domino's.

Amir originally joined Domino's as a trainee manager and opened his first franchise in 1999. Ajaz took a part-time job as a driver while he was a student. By 2001, the two had joined forces and began running stores together. Today, they own 19 stores across London and Essex and employ 500 people. Loughton is the latest store in their pizza portfolio.

On Friday, 100 Domino's team members gathered in Loughton to spread the word about Domino's through wobble boarding – the pizza delivery expert's well known marketing phenomenon. Donned in pizza box outfits and holding huge boards to promote pizza, the team descended on Loughton High Street, handing out balloons, goody bags and pizza slices to shoppers.

Ajaz Mirza, new co-franchisee of Domino's Loughton store, said: "Having just taken over the store, we wanted to make sure the people of Loughton knew we had arrived, as well as helping to give our pizza sales a boost. Our colourful wobble boarders and the carnival atmosphere certainly helped us to do that. Wobble boarding is a key part of our marketing activity and we know that when the wobble boarders come to town, people will buy more pizza. It's a great way to make sure that if anyone is in any doubt as to what to have for tea – pizza will be right at the front of their minds!"

To grab a slice of the action, pop into Domino's in Loughton at 276 High Road, Loughton IG10 1RB or call them on 0208 508 1212.

-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. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany.

As at 26 June 2011, there were 688 stores in the UK, Republic of Ireland and Germany. Of these, 543 stores are in England, 47 are in Scotland, 28 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 48 are in the Republic of Ireland and two are in Germany.

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 70 international markets. 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 (www.dominos.co.uk) and customers in the Republic of Ireland can order online at www.dominos.ie (www.dominos.ie). In addition, mobile customers can order by downloading Domino's free iPhone and Android apps.

For more information, please contact:

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