

Domino's pizza announced as Big Brother eviction night partner

Submitted by: Arena Quantum

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Domino's, the pizza delivery expert (<http://www.dominos.co.uk/>), has been announced as official eviction night partner for the new series of Big Brother on Channel Five.

The merchandising arrangement between Domino's and Coca-Cola, begins this week with the first eviction of a celebrity contestant from the Big Brother house. Throughout the new series, Domino's will be promoting a free Coke deal, whereby pizza lovers can grab a free 1.25 litre of Coke or Diet Coke on every eviction night with any purchase of a large Domino's Stuffed Crust pizza.

The campaign will run across the Northern + Shell portfolio on TV and online including the Big Brother website, mobile app and Facebook page. Activity on Facebook will be bolstered with Big Brother viewers now able to vote for evictions via the Big Brother Facebook page for the first time.

Simon Wallis, sales and marketing director for Domino's, said: "Domino's is very excited to be official Big Brother eviction night partner and we look forward to working with Channel Five as they breathe new life into this iconic show. The evictions will provide another great opportunity for us to reach our core target audience in their homes at a key ordering time. When it comes to a great night in front of the TV and waiting to see who the latest evictee will be, what more could you want than a piping hot Domino's and a Coke?"

Nick Bampton, commercial sales director for Channel Five, said "Big Brother provides for a big night in and we're delighted to be helping Domino's maximise eviction night sales via a mass bespoke and integrated approach."

For more details on Big Brother, log onto www.channel5.com/bigbrother or to take advantage of the free Coke eviction night deal, visit www.dominos.co.uk .

-ENDS-

Notes to Editors:

The promoter is Domino's Pizza UK & IRL plc. Free Coke eviction night deal available for UK customers only. Free 1.25 litre of Coke or Diet Coke available with any large Domino's Stuffed Crust. Available on eviction nights only for a limited period. For full terms and conditions, see 'Boring Legal Stuff' at www.dominos.co.uk.

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

Coca-Cola, Coke, Diet Coke and Diet Coca-Cola are registered trade marks of The Coca-Cola Company.

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