

Domino's Launches Meal Deal Wizard - An online tool to help deliver the best possible deal on pizza orders

Submitted by: Arena Quantum

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Domino's Pizza (<http://www.dominos.co.uk>), the pizza delivery expert, has launched a new Meal Deal Wizard to enable customers to get the best possible deal when ordering online. The tool automatically searches all of Domino's offers and suggests meal deals based on the customer's order basket.

To access the Meal Deal Wizard, customers simply need to visit www.dominos.co.uk (<http://www.dominos.co.uk>), add the items they'd like to order to their basket and then proceed to the check out. At the check out screen, customers click on the Meal Deal Wizard button and it will show the best available deal for their order and the savings that can be made. Customers can then choose their preferred deal at the touch of a button and confirm their order.

To find out more or to try the Meal Deal Wizard, log onto www.dominos.co.uk (<http://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. 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 25 December 2011, there were 726 stores in the UK, Republic of Ireland and Germany. Of these, 575 stores are in England, 48 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 48 are in the Republic of Ireland and six 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 (<http://www.dominos.co.uk>) and customers in the Republic of Ireland can order online at www.dominos.ie (<http://www.dominos.co.uk>). In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

For more information, please contact:

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