

BlackBerry® App for Domino's Pizza Canada Released



Domino's Pizza Canada debuts Mobile Application in BlackBerry® AppWorld™, for Regional Market Test in Southern Ontario, Canada

FOR IMMEDIATE RELEASE

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Domino's Pizza Canada and **Cellflare Inc.** today announced the release of the Domino's Pizza mobile application for BlackBerry®. Available to download free in the BlackBerry® AppWorld™, users can locate their nearest store by GPS or address and receive Domino's Pizza mobile app, exclusive daily coupons and flyers specific to their location. Turn by turn directions are available for pick up, or the locations direct phone number is supplied to enable customer ordering.

Each Domino's Pizza mobile application download will receive exclusive offer of \$4.00 off a large pizza as a thank you, when purchased at regular menu price. The offers are valid at participating Ontario locations only and not valid with any other offer. The Regional Market Test is in Southern Ontario, bounded by Mississauga, St. Catherines and Kitchener.

"Mobile is a rapidly growing segment of our business, one that we expect to grow for years to come," says John Popkey National Director of Marketing for Canada. "A major growth agent for our company over the last year has been online ordering in the digital space. Our mobile ecommerce website will be released in Q4 with the help of our parent company in the U.S. this will increase conversion as our customers have been requesting this convenience with our launch of email coupon offers in Q4 of 2009." Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery operating a network of company-owned and franchise-owned stores in Canada, the United States and international markets. Domino's Pizza's Vision illustrates a company of exceptional people on a mission to be the best pizza delivery company in the world. Domino's Pizza is currently celebrating the 25th Anniversary of its first International store in Winnipeg, Manitoba in Canada and the company, Domino's Pizza of Canada, Ltd.

Cellflare Inc. the mobile application developer recently announced its ability to deliver custom Mobile application development including the latest in geo-locating features. The Domino's Pizza mobile application is the first in a series of applications coming to market. The custom development includes the location based Mobile Proximity Marketing feature which will push opt-in content to a Custom App user when they are within a predesignated distance of a location. The content includes a coupon, voucher, menu or many other options. The Notification can include real time information from the location, which results in a more rewarding experience for the User. The upcoming release of the custom version of the Cellflare application also contains a GPS-enabled enhanced store locator to help drive sales and customer satisfaction. Utilizing these tools within the mobile experience will help with the goal of improving acquisition, conversion and retention rates.

The Domino's Pizza app is a free Mobile Device Application. The application uses your mobile devices GPS system to locate you and show you the nearest Domino's Pizza location. Also available for Android, Palm and iPhone.

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About Cellflare Inc.

With headquarters in Toronto, Ontario Canada, Location-based Service Company **Cellflare** combines expertise and creativity with innovations in mobile technology. For more information or to inquire about Proximity Marketing - visit <http://www.cellflare.com> and follow us on **Twitter @cellflarenews**

About Domino's Pizza Canada

Domino's Pizza of Canada Ltd. manages and/or operates 328 Domino's Pizza Stores across Canada in every Province, along with Yukon and Northwest Territory. Domino's Pizza, the Pizza Delivery Experts, was established in 1960, and operates over 9000 Stores in 65 countries around the World. For more information – visit <http://www.dominos.ca>.

SOURCE: Cellflare Inc.

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Tags: **Domino's Pizza, Canada, Cellflare, LBS, Mobile Proximity Marketing, Lifestyle, Pizza, Domino's Pizza App, Blackberry, BlackBerry AppWorld**

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