



Domino's Pizza Gives Thanks and Raises Some 'Dough' for St. Jude Children's Research Hospital(R)

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, is gearing up to raise "dough" for the kids of St. Jude Children's Research Hospital during its 7th annual *Thanks and Giving*(R) campaign. Starting on Nov. 14, Domino's customers will have the opportunity to make a donation at the point of purchase to benefit the children of St. Jude. Donations can be made when ordering over the phone, in stores or online at www.dominos.com. Also, new for this year, customers will have the option to text "PIZZA" to 90999 to donate \$5 to St. Jude*.

This year, Domino's is proud to be matching dollar-for-dollar all customer contributions up to \$250,000 - making each dollar raised from customers even more impactful.

"I am proud to share that Domino's has raised more than \$7 million since we began participating in the *Thanks and Giving* campaign in 2005," said J. Patrick Doyle, Domino's Pizza president and CEO. "This year, in addition to our \$250,000 donation, our goal is to raise \$2 million for St. Jude to support their breakthrough discoveries and research that lead to lifesaving cures for children and their families around the world."

In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by Harris Interactive, as well as named the nation's No. 1 children's cancer hospital for 2010-2011 by *U.S. News & World Report*.

St. Jude is also the nation's leading pediatric research and treatment center devoted solely to children with cancer and other catastrophic diseases. No child is ever turned away from St. Jude because of a family's inability to pay. St. Jude also covers the cost of travel, food, and lodging for each patient and a family member.

"I am so happy that Domino's is once again a part of the *Thanks and Giving* family this year," said Marlo Thomas, National Outreach Director for St. Jude Children's Research Hospital. "We are so grateful for their ongoing support. Domino's and their customers' commitment to St. Jude will help make a difference in the lives of so many children and their moms and dads."

Since it opened its doors in 1962, St. Jude has developed protocols that have helped push survival rates for childhood cancers from less than 20 percent to 80 percent overall. In fact, the survival rate for the most common form of childhood cancer, acute lymphoblastic leukemia, has risen from just 4 percent in 1962 to 94 percent today.

The Domino's campaign begins Nov. 14, 2010, and runs through Jan. 2, 2011.

*\$5 will be added to your mobile phone bill / deducted from your prepaid account. Message and Data Rates May Apply. Reply STOP to 90999 to stop. Full Terms: www.mGive.org/T.Privacy Policy.

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 9,169 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. During the third quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 million internationally. In June 2010, *Pizza Today*, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which it previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

Order - www.dominos.com

Mobile - <http://mobile.dominos.com>

Info - www.dominosbiz.com

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other

catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by *Harris Interactive*, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by *U.S. News & World Report*. For more information, go to www.stjude.org and follow St. Jude on www.facebook.com/stjude and www.twitter.com/stjude.

Customers are encouraged to participate in the *Thanks and Giving* campaign by:

- **Adding a donation** during the check-out process while shopping at participating partners where you see the St. Jude *Thanks and Giving* magnifying glass logo. Visit www.stjude.org for a complete list of participating partners.
- **Purchasing** specialty merchandise at participating companies to benefit St. Jude.
- **Donating** online at www.stjude.org, or by calling 1-800-4STJUDE. Also, make a donation in memory or honor of a loved one and send a special *Thanks and Giving* holiday tribute card.

SOURCE Domino's Pizza