



Domino's Pizza(R) Raises Record Amount for St. Jude Children's Research Hospital(R)

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, raised more than \$2.7 million for St. Jude Children's Research Hospital during the 2010 *Thanks and Giving(R)* campaign. This marks the largest single charitable donation in the company's 50-year history.

"Domino's Pizza stores across the country completely rallied around this year's campaign to collect an incredible amount, which dramatically increased our contribution from the year prior," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "I want to extend a heartfelt thanks to everyone - especially our customers, team members and franchisees - who contributed during the campaign. Together we were able to raise much needed dollars to support the lifesaving work of St. Jude."

During the 2010 Thanks and Giving campaign (Nov. 14, 2010 - Jan. 2, 2011), Domino's stores nationwide participated by asking for a dollar or more to be added to customers' orders to help the kids of St. Jude. The addition of two new ways to donate - through texting or mobile ordering - provided Domino's customers with more ways to give. With the combined support of customers, stores and franchisees - as well as a company contribution - Domino's Pizza raised more than \$2.7 million for St. Jude, a 35 percent increase from what was raised in 2009.

"We are so grateful for the commitment and generosity from Domino's and its customers who year after year have joined the *Thanks and Giving* campaign to raise funds critical for the research and treatment taking place at St. Jude," said Marlo Thomas, St. Jude Children's Research Hospital national outreach director. "Domino's helps us keep our promise that no child is ever turned away because a family can't pay."

It costs \$1.6 million to operate St. Jude each day and more than 70 percent of that funding comes from the public through programs like *Thanks and Giving*. Since opening in 1962, St. Jude has developed protocols that have helped push survival rates for childhood cancers from less than 20 percent to more than 80 percent overall.

"In just over five years, Domino's has raised more than \$9 million to support the efforts of St. Jude," Doyle said. "We continue to expand our reach to raise public awareness, and are genuinely excited to continue to have St. Jude as our national charitable partner."

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.

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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.

SOURCE Domino's Pizza