



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

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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 8th annual *Thanks and Giving@* campaign. Starting on Nov. 14, Domino's customers will have the opportunity to make a donation to benefit the children of St. Jude. Donations can be made when ordering over the phone, in stores or online at www.dominos.com. Customers also have the option to text "PIZZA" to 50333 to donate \$5 to St. Jude.

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

"I am proud that Domino's has raised more than \$9 million since we began participating in the *Thanks and Giving* campaign in 2005," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "This year, in addition to our \$250,000 donation, our goal is to raise \$3 million for St. Jude to support their breakthrough discoveries and research that lead to lifesaving cures for children and their families around the world."

"Domino's is a committed partner to our holiday *Thanks and Giving* campaign, helping us increase awareness and raise funds for the lifesaving mission of St. Jude," said Marlo Thomas, national outreach director for St. Jude. "It is because of partners like Domino's and its customers that we can keep our promise that no child will ever be turned away if a family can't pay."

St. Jude is the nation's leading pediatric research and treatment center devoted solely to children with cancer and other deadly diseases and the only hospital that covers all of the costs for treatment, travel, food and lodging for each patient and a family member.

Since it opened its doors nearly 50 years ago, 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, and runs through the remainder of 2011.

About Domino's Pizza®

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." As of the third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

Order - www.dominos.com

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

Info - www.dominosbiz.com

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

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

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering research and treatment of children with cancer and other life-threatening diseases. The hospital's research has helped push overall survival rates for childhood cancer from less than 20 percent when the institution opened to almost 80 percent today. It is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, and no family ever pays St. Jude for care. 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