



## Domino's Pizza® Raises \$2.4 Million for St. Jude Children's Research Hospital®

February 1, 2012

ANN ARBOR, Mich., Feb. 1, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, raised more than \$2.4 million for St. Jude Children's Research Hospital during the 2011 St. Jude *Thanks and Giving*® campaign. This year's campaign brings Domino's total amount raised for St. Jude to over \$12 million since the partnership was announced in 2004.

"Domino's Pizza stores across the country rallied around this year's campaign to raise an incredible amount," 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 2011 St. Jude *Thanks and Giving* campaign (Nov. 14, 2011 - Jan. 1, 2012), 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. Donations were made when ordering over the phone, in stores or online at [www.dominos.com](http://www.dominos.com). Customers also had the option to text "PIZZA" to 50333 to donate \$5 to St. Jude. With the combined support of customers, stores and franchisees - as well as a company contribution - Domino's Pizza raised more than \$2.4 million.

"We are so grateful for the commitment and generosity from Domino's and its customers who, year after year, have joined the St. Jude *Thanks and Giving* campaign to raise funds critical for the research and treatment taking place at St. Jude," said Marlo Thomas, St. Jude national outreach director. "Because of the support we receive from partners like Domino's, we are able to continue to ensure that no family ever pays St. Jude for anything."

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.

"In just over seven years, Domino's has raised more than \$12 million to support the efforts of St. Jude," Doyle said. "We continue to expand our reach to raise public awareness, and are excited to continue to have St. Jude as our national charitable partner."

### 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](http://www.dominos.com)

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

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

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

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

### About St. Jude Children's Research Hospital

Since opening 50 years ago, St. Jude Children's Research Hospital has changed the way the world treats childhood cancer and other life-threatening diseases. No family ever pays St. Jude for the care their child receives and, for every child treated here, thousands more have been saved worldwide through St. Jude discoveries. The hospital has played a pivotal role in pushing U.S. pediatric cancer survival rates from 20 to 80 percent overall, and is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted to children. It is also a leader in the research and treatment of blood disorders and infectious diseases in children. St. Jude was founded by the late entertainer Danny Thomas, who believed that no child should die in the dawn of life. Join that mission by visiting [stjude.org](http://stjude.org) or following us on [facebook.com/stjude](http://facebook.com/stjude) and [twitter.com/stjude](http://twitter.com/stjude).

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