



Domino's Pizza Kicks Off Its Support of 2012 St. Jude Children's Research Hospital® Thanks and Giving® Campaign

November 12, 2012

Domino's offers first ever St. Jude Thanks and Giving Combo

ANN ARBOR, Mich., Nov. 12, 2012 /PRNewswire via COMTEX/ --**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 the hospital's ninth annual *Thanks and Giving* campaign. Starting today, for the first time, Domino's will offer a bundle to benefit St. Jude. The Domino's campaign begins Nov. 12, and runs through Jan. 1, 2013.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>)

Domino's customers can donate to St. Jude by ordering the St. Jude Thanks and Giving Combo – a bundle that includes a medium one-topping pizza, a one-topping Handmade Pan Pizza, a 16-piece order of Parmesan Bread Bites, a two-liter bottle of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99. Donations can also 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 \$12 million since we began participating in the St. Jude *Thanks and Giving* campaign in 2005," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "Our goal is to raise \$10 million over the next three years for St. Jude Children's Research Hospital to support its breakthrough discoveries and research that lead to lifesaving cures for children and their families around the world."

"The return of Domino's Pizza as a St. Jude *Thanks and Giving* partner is a testament to its commitment to the lifesaving mission of St. Jude," said Marlo Thomas, national outreach director for St. Jude Children's Research Hospital. "Thanks to partners like Domino's Pizza and its loyal customers, St. Jude Children's Research Hospital is able to continue saving the lives of countless children around the world, all at no cost to patients and their families."

The St. Jude *Thanks and Giving* campaign, created in 2004 by Marlo Thomas and her siblings Terre and Tony, children of St. Jude founder Danny Thomas, celebrates the season of giving by building attention and garnering funds for St. Jude during those months of busy holiday shopping. For eight years, Domino's Pizza has partnered with St. Jude; the funds raised during this campaign impact the lives of children in communities across the world, as St. Jude openly shares research discoveries directly with doctors and scientists everywhere.

From Nov. 12, 2012 – Jan 1, 2013, each St. Jude Thanks and Giving Combo sold includes a donation of \$1.00 to St. Jude Children's Research Hospital, 262 Danny Thomas Place, Memphis, TN 38105. This purchase is not tax deductible. The funds raised will be put towards pediatric treatment and research focused on children's catastrophic diseases. For more information about St. Jude Children Research Hospital, visit www.stjude.org.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. As of the third quarter 2012, Domino's operated a network of 10,040 franchised and Company-owned stores in the U.S. and over 70 international markets. During the third quarter, Domino's had global retail sales of nearly \$1.7 billion: nearly \$800 million domestically and over \$862 million internationally. Domino's had global retail sales of over \$6.9 billion in 2011. In October 2012, Domino's debuted its Handmade Pan Pizza, touting the product's fresh, never-frozen dough and establishing itself as a player in the Pan Pizza market. In September 2012, Domino's opened its 10,000th store, becoming one of only eight restaurant chains in the world to reach that milestone. 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.

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:

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 solely 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 or following us on facebook.com/stjude and twitter.com/stjude.

SOURCE Domino's Pizza