



Domino's Pizza® Raises \$3.5 Million, Sets Annual Record for St. Jude Children's Research Hospital®

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ANN ARBOR, Mich., Feb. 19, 2013 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** raised more than \$3.5 million for St. Jude Children's Research Hospital during the 2012 St. Jude *Thanks and Giving*® campaign. This year's campaign brings Domino's total amount raised for St. Jude to over \$16 million since the partnership was announced in 2004.

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

"Domino's Pizza stores across the country rallied around this year's campaign to reach a new fundraising record for Domino's Pizza," 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 franchise owners – who contributed during the campaign. Together we were able to raise much needed dollars to support the lifesaving work of St. Jude."

In addition to celebrating the 2012 fundraising record, St. Jude and Domino's Pizza recently unveiled the new Assessment and Triage Clinic Delivered by Domino's at St. Jude and celebrated Domino's commitment to raise \$10 million over the next three years.

New for 2012, customers ordered the St. Jude Thanks and Giving® Combo – a bundle that included 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. Customers also had the option to text "PIZZA" to 50333 to donate \$5 to St. Jude.

"I am thrilled that Domino's Pizza is a part of our St. Jude family and I am so grateful for the generous support we receive from Domino's Pizza and its employees and customers who have come together to help save the lives of children through our St. Jude Thanks and Giving campaign," said Marlo Thomas, national outreach director for St. Jude Children's Research Hospital. "I am so inspired by what Domino's Pizza is able to achieve. And because of the hard work and dedication we receive from partners like Domino's Pizza, no family ever pays St. Jude for anything, and one child saved at St. Jude means thousands more saved worldwide."

The St. Jude Thanks and Giving campaign, created in 2004 by Marlo Thomas and her siblings Terre and Tony, 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.

"In just over eight years, Domino's has raised more than \$16 million to support the efforts of St. Jude," said Doyle. "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. 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.

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

SOURCE Domino's Pizza