



Pittsburgh Domino's Pizza Stores Kick-Off Fundraising Campaign for Children's Hospital of Pittsburgh Foundation

June 25, 2013

Domino's Pizza stores to raise dough for Children's Hospital of Pittsburgh Foundation

PITTSBURGH, June 25, 2013 /PRNewswire/ -- Participating Domino's Pizza (NYSE: DPZ) stores in Pittsburgh are raising dough for Children's Hospital of Pittsburgh Foundation during its first-ever fundraising program to benefit the Free Care Fund at Children's Hospital of Pittsburgh of UPMC. Carryout customers will be asked to add a dollar or two to their pizza order and be given a butterfly icon to sign that will be displayed in participating Domino's Pizza locations. The fundraising campaign will run from July 1 to August 4.

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

The Free Care Fund enables Children's Hospital to provide free and uncompensated care to every child in the region, regardless of insurance or their family's ability to pay. Last year, Children's Hospital provided free and uncompensated care to more than 28,000 children in region.

"As a local business owner, I am committed to helping Children's Hospital of Pittsburgh Foundation raise money for the betterment of children and families in our community," said Ammar Jali, franchise owner of participating Domino's Pizza stores in Pittsburgh. "This is an opportunity for our community to come together to raise much needed funds and provide sick children with the medical care they need regardless of their families' ability to pay."

"The Free Care Fund relies on donations from generous community members and businesses like Domino's Pizza in order to ensure that every child gets the care they deserve," said Greg Barrett, president, Children's Hospital Foundation. "We could not do it without the support of the community and businesses like Domino's Pizza; and we are very grateful for their partnership."

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 10,300 stores in over 70 international markets. Domino's had global retail sales of over \$7.4 billion in 2012, comprised of over \$3.5 billion in the U.S. and nearly \$3.9 billion internationally. In the first quarter of 2013, Domino's had global retail sales of over \$1.8 billion, comprised of \$888 million in the U.S. and \$957 million internationally. Its system is largely made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the first quarter of 2013. The Domino's brand generates over \$2 billion in global digital sales per year. Its emphasis on new technology has helped drive the introduction of Domino's ordering apps for Kindle Fire, Android™ and iPhone® – which now cover approximately 80% of the smartphone market. Continuing its focus on menu enhancement, Domino's established itself as a player in the pan pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

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 Children's Hospital of Pittsburgh of UPMC

Renowned for its outstanding clinical services, research programs and medical education, Children's Hospital of Pittsburgh of UPMC has helped establish the standards of excellence in pediatric care. From ambulatory care to transplantation and cardiac care, talented and committed pediatric experts care for infants, children and adolescents who make more than 1 million visits to Children's and its many neighborhood locations each year. Children's also has been named consistently to several elite lists of pediatric health care facilities, including ranking 7th among children's hospitals and schools of medicine (FY 2011) in funding provided by the National Institutes of Health, and is one of 10 pediatric hospitals in the United States named to U.S. News & World Report's Honor Roll of America's "Best Children's Hospitals" for 2013–2014.

SOURCE Domino's Pizza