



## Domino's Pizza® Begins 2014 St. Jude Thanks and Giving® Campaign for St. Jude Children's Research Hospital® With New \$35 Million Commitment

November 4, 2014

### Domino's offers St. Jude Meal Deal to raise donations

ANN ARBOR, Mich., Nov. 4, 2014 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is gearing up to raise "dough" for [St. Jude Children's Research Hospital®](#) during the 11th annual St. Jude *Thanks and Giving®* campaign. The **recognized world leader in pizza delivery's** campaign began Nov. 3, 2014, and runs through Jan. 4, 2015.

This year, Domino's participation in the annual campaign begins with its newest commitment to raise \$35 million in eight years – the second long-term commitment to St. Jude since becoming a national partner in 2004. The new gift will be used to develop the Domino's Event Center at St. Jude Children's Research Hospital, a flexible event space on the hospital campus that can be used for fundraising, patient and family activities, and entertainment.

The funds raised during the 2014 St. Jude *Thanks and Giving* campaign will complete the three-year commitment of \$10 million made for the hospital in 2012. Any additional funds raised will apply to the event center. Last year, Domino's raised more than \$4 million toward the \$10 million goal.

"The past involvement of our customers and team members in St. Jude *Thanks and Giving* have made it possible to make another commitment for St. Jude Children's Research Hospital," said Patrick Doyle, Domino's Pizza president and chief executive officer. "We have a real opportunity to make a significant impact on the children of St. Jude during the holiday season by connecting St. Jude with our customers and neighborhoods."

Domino's customers can donate to St. Jude by ordering the St. Jude Meal Deal – 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 also can be made when ordering over the phone, in stores or online at [www.dominos.com](http://www.dominos.com).

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.

"We are blessed to have the support from Domino's and its customers," said Marlo Thomas, St. Jude national outreach director. "Its dedication to the St. Jude *Thanks and Giving* campaign will help raise awareness and funds that support the research that leads to life-saving treatments for children across the country and around the world. Domino's support will also help us stay true to my father's promise that no family pays St. Jude for anything. I am so grateful for its loyal friendship to the children of St. Jude."

The St. Jude *Thanks and Giving* campaign, created in 2004 by Thomas and her siblings Terre and Tony, children of St. Jude founder Danny Thomas, asks people to "give thanks for the healthy kids in your life, and give to those who are not" in order to help St. Jude continue its mission of finding cures and saving children. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago, and St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade.

#### 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 11,250 stores in over 75 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the third quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 40% of U.S. sales from its digital channels in 2013, as well as reach an estimated \$3 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

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>

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