



Domino's® Raises All-Time High \$5.4 Million for St. Jude Children's Research Hospital® During 2015 Fundraising Campaign

January 25, 2016

12th annual Thanks and Giving® brings total raised by company to more than \$30.5 million

ANN ARBOR, Mich., Jan. 25, 2016 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) raised a record amount of donations for St. Jude Children's Research Hospital during the 2015 St. Jude *Thanks and Giving* campaign, bringing the total amount raised for the hospital in 2015 to \$5.4 million. 2015 marked the beginning year of **the recognized world leader in pizza delivery's** latest commitment to raise \$35 million in eight years.



"Domino's customers, team members and franchisees across the United States came through for the children of St. Jude Children's Research Hospital," said Patrick Doyle, Domino's president and chief executive officer. "We are honored to help St. Jude in the fight against childhood cancer."

The 2015 St. Jude *Thanks and Giving* campaign was the fourth straight record-setting campaign for Domino's. Once again, Domino's matched all customer contributions dollar-for-dollar up to a total of \$250,000 – making each dollar raised from customers even more impactful. Since naming St. Jude its national charitable partner in 2004, Domino's has raised more than \$30.5 million for the hospital.

In addition to adding a donation to an order, customers could support the children's hospital by purchasing the new St. Jude Meal Deal during the 2015 campaign. The deal included two medium one-topping Hand Tossed pizzas, the new Marbled Cookie Brownie, a two-liter of Coca-Cola® and a \$1 donation to St. Jude for \$19.99.

The funds raised in 2015 will apply to Domino's new commitment to raise \$35 million in eight years. In August of 2015, the

Domino's Event Center at St. Jude Children's Research Hospital opened in recognition of the commitment. The new building on the Memphis hospital campus is a flexible event space that can be used for fundraising events, patient and family activities, and entertainment.

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, 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: Finding cures. Saving children.®

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 a global enterprise of more than 12,100 stores in over 80 international markets. Domino's had global retail sales of over \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. In the third quarter of 2015, Domino's had global retail sales of over \$2.1 billion, comprised of over \$1.0 billion in the U.S. and over \$1.1 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2015. Emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from digital channels at the end of 2014, and reach an estimated run rate of \$4.0 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and has recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV® and Pebble Watch, as well as Twitter and text message using a pizza emoji. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within traditional and e-commerce retail.

Order – www.dominos.com

Digital Info – anyware.dominos.com

Company Info – biz.dominos.com

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

Facebook – <http://www.facebook.com/dominos>

YouTube – <http://www.youtube.com/dominos>

About St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting stjude.org, liking St. Jude on Facebook ([facebook.com/stjude](https://www.facebook.com/stjude)) and following us on Twitter ([@stjude](https://twitter.com/stjude)).

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