



## Domino's® to Play Video Games for St. Jude Children's Research Hospital®

April 25, 2016

### Team members at Domino's World Resource Center will stream live on Twitch to raise funds

ANN ARBOR, Mich., April 25, 2016 /PRNewswire/ -- Team members from **Domino's Pizza (NYSE: DPZ)**, the recognized world leader in pizza **delivery**, are playing video games this weekend to raise funds and awareness for [St. Jude Children's Research Hospital®](#) as part of St. Jude PLAY LIVE, a program that encourages participants to stream their video games while raising money for kids fighting cancer and other life-threatening diseases.



Starting Friday, April 29, through Sunday, May 1, from 11 a.m. EDT to at least 10 p.m. EDT, the Domino's PLAY LIVE team will stream video games on their [Twitch channel](#). Team members will be streaming live from the Domino's World Resource Center in Ann Arbor, Michigan, and will be joined online by corporate and franchise team members across the country in the effort to support the kids of St. Jude. Donations can be made to the Domino's Games PLAY LIVE [team page](#).

The St. Jude PLAY LIVE program is in its third year. This is the second year Domino's is participating, but the first year franchise team members are invited to join.

"St. Jude Children's Research Hospital has been a beloved partner of our team members for many years," said Jenny Fouracre, spokesperson at Domino's. "St. Jude PLAY LIVE is a great opportunity for both our corporate and franchise team members to help the kids and families of St. Jude through a unique event."

Since naming St. Jude as its national charitable partner in 2004, Domino's has raised more than \$30.5 million for the kids of St. Jude.

#### 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 12,500 stores in over 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015, comprised of more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the fourth quarter of 2015,

Domino's had global retail sales of over \$3.3 billion, comprised of over \$1.6 billion in the U.S. and over \$1.7 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the fourth quarter of 2015. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and reach an estimated \$4.7 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 late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards, its first digital customer loyalty program.

Order – [dominos.com](http://dominos.com)

AnyWare Ordering – [anyware.dominos.com](http://anyware.dominos.com)

Company Info – [biz.dominos.com](http://biz.dominos.com)

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Instagram – [instagram.com/dominos](http://instagram.com/dominos)

YouTube – [youtube.com/dominos](http://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](http://stjude.org), liking St. Jude on Facebook ([facebook.com/stjude](http://facebook.com/stjude)) and following us on [@stjude](https://twitter.com/stjude).

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