



## Domino's® Raises Record-Shattering \$7.3 Million for St. Jude Children's Research Hospital® in 13th Year of Partnership

January 24, 2017

**Annual St. Jude Thanks and Giving® results bring total raised by company to more than \$38 million**

ANN ARBOR, Mich., Jan. 24, 2017 /PRNewswire/ -- **Domino's (NYSE: DPZ)** customers, team members and franchisees across the United States came together to raise an all-time high \$7.3 million for St. Jude Children's Research Hospital® during the 2016 St. Jude *Thanks and Giving* campaign. The donation is **the recognized world leader in pizza delivery's** largest charitable fundraising total in company history.



Customers were prompted to add a \$1, \$2, \$5 or \$10 donation to their total while placing phone, walk-in, online and mobile orders. New to the 2016 campaign was the ability for online customers to round up their total to the nearest dollar and donate their change to St. Jude, as well as an extra week of the campaign that included Halloween. A new retweet-to-donate campaign was added to social media this year, increasing awareness about St. Jude and Domino's partnership.

"We are proud to be a long-standing participant in the St. Jude *Thanks and Giving* campaign," said Patrick Doyle, Domino's president and CEO. "On behalf of the Domino's team, and the patients, families, doctors and scientists at St. Jude, we are grateful to our customers for making this the most successful fundraising campaign yet."

2016 was the fifth straight record-setting campaign for Domino's, and the second year of its latest commitment to raise \$35 million in eight years. Since naming St. Jude its national charitable partner in 2004, Domino's has raised more than \$38 million for the hospital.

Created by Marlo, Terre and Tony Thomas – children of St. Jude founder Danny Thomas – the St. Jude *Thanks and Giving*

campaign 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 lifesaving mission: Finding cures. 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 more than 50 years ago, and they won't stop until no child dies from cancer.

### **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 13,200 stores in over 80 markets. Domino's had global retail sales of over \$9.9 billion in 2015, with more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the third quarter of 2016, Domino's had global retail sales of nearly \$2.5 billion, with over \$1.2 billion in the U.S. and nearly \$1.3 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the third quarter of 2016. Emphasis on technology innovation helped Domino's reach an estimated \$4.7 billion annually in global digital sales at the end of 2015, and has produced several innovative ordering platforms including Facebook Messenger, Samsung Smart TV®, Apple Watch, Amazon Echo, 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)

Twitter – [twitter.com/dominos](http://twitter.com/dominos)

Facebook – [facebook.com/dominos](http://facebook.com/dominos)

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 Twitter ([@stjude](https://twitter.com/stjude)).

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