



Domino's® Raises All-Time High \$8.6 Million for St. Jude Children's Research Hospital® During 2017 Fundraising Campaign

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14th annual St. Jude Thanks and Giving® campaign brings total raised by company to more than \$47 million

ANN ARBOR, Mich., Jan. 29, 2018 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) raised more than \$8.6 million for the kids of St. Jude Children's Research Hospital® during the 2017 St. Jude *Thanks and Giving*® campaign – the sixth straight record-setting campaign for Domino's.



"Domino's stores across the United States came through for the children of St. Jude Children's Research Hospital with a record-breaking campaign," said Patrick Doyle, Domino's president and chief executive officer. "I want to thank our customers, team members, and franchise owners who worked hard and contributed during *Thanks and Giving*. Together we were able to raise money to support the lifesaving work of St. Jude, benefiting children all around the world."

In addition to adding a donation to an order or rounding up their change for St. Jude, customers could support the children's hospital by purchasing the St. Jude Meal Deal. The bundle included two medium one-topping Hand Tossed pizzas, a 16-piece order of Parmesan Bread Bites, an eight-piece order of recently-introduced Cinnamon Bread Twists, a two-liter of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99. Customers could also donate by clicking on the St. Jude-themed Domino's Tracker®.

Throughout the year, Domino's franchise owners and team members came together to raise an additional \$225,000 for St. Jude through other fundraisers. Since naming St. Jude as its national charitable partner in 2004, Domino's has raised more than \$47 million for the hospital.

The funds raised in 2017 will apply to Domino's commitment made in 2015 to raise \$35 million in eight years. Since 2015,

Domino's has raised more than \$21 million.

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 14,400 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the third quarter of 2017, Domino's had global retail sales of more than \$2.8 billion, with nearly \$1.4 billion in the U.S. and over \$1.4 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 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, as part of an industry-first collaboration with Ford Motor Company, Domino's began a meaningful test of delivery using self-driving vehicles.

Order – dominos.com

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

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Please visit our Investor Relations website at biz.dominos.com to view news, announcements, earnings releases and conference webcasts.

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 they 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) and following us on Twitter ([@stjude](https://twitter.com/stjude)).

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