



## **Domino's Pizza Announces National Philanthropic Partnership with St. Jude Children's Research Hospital**

July 26, 2004

ANN ARBOR, Mich., July 26 /PRNewswire/ -- Domino's Pizza, Inc. (NYSE: DPZ) the recognized world leader in pizza delivery, today announced a three-year partnership with St. Jude Children's Research Hospital. St. Jude was selected as Domino's "charity of choice" by Domino's franchisees and team members.

St. Jude Children's Research Hospital received the most votes in a company-wide election that allowed franchisees and team members to select among seven worthy national organizations. This process is part of Chairman and CEO David A. Brandon's philosophy of making a significant, positive impact on one organization over a specified time period, and allowing employees and franchise owners the opportunity to select from a diverse list of candidate organizations. St. Jude follows great experiences and outcomes with past national philanthropic partners Easter Seals and the Make-a-Wish Foundation of America.

St. Jude was included in this list based on its global reach as well as its emphasis on treatment and research of pediatric illnesses. St. Jude's groundbreaking development of combination therapy for children with acute lymphoblastic leukemia, the most common form of childhood cancer, revolutionized leukemia therapy worldwide and increased the survival rate from 4%, when St. Jude opened in 1962, to 80% today.

"St. Jude is a highly-respected pediatric medical facility that provides exceptional medical care to thousands of children each year," said Brandon. "Through their intense focus on research and development, they are changing how the world treats childhood illnesses. Equally remarkable is St. Jude's willingness to share their scientific discoveries freely and immediately with the scientific and medical communities throughout the world."

"Domino's has provided us a wonderful opportunity to increase the awareness of childhood cancer and the research being performed at St. Jude," said Richard C. Shadyac, national executive director of ALSAC/St. Jude, the hospital's fund-raising arm. "Their generous partnership will help us to continue our mission of treating children regardless of their family's ability to pay and will benefit many children from around the world."

As part of the national partnership, Domino's Pizza will assist St. Jude with its national fundraising efforts and will deliver special pizza parties to the hospital for patients and their families. Additionally, the partnership will include monetary donations to the national office; inclusion of the St. Jude logo on millions of Domino's pizza boxes to help build awareness; support at the local level through relationships with Domino's franchisees; and a link on Domino's web site, <http://www.dominos.com>.

Domino's kicked off this partnership with a fund-raising campaign in conjunction with the ALSAC/St. Jude Detroit Chapter. Domino's World Resource Center and marketplace team members assisted the Detroit Chapter in selling raffle tickets throughout the month of April and raised \$35,000. As an added incentive, the top seven ticket sellers won a day trip to Memphis to tour St. Jude and throw a pizza party for the patients. They will be visiting St. Jude to present the check on Monday, July 26.

### **About Domino's Pizza**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily franchised system, Domino's operates a network of 7,473 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$4.2 billion in 2003. Domino's Pizza was named "2003 Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2003, Domino's became of the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com>.

### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tennessee, St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund-raising organization. For more information, please visit <http://www.stjude.org> or call 1-800-822-6344.

SOURCE Domino's Pizza, Inc.

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/CONTACT: Tim McIntyre of Domino's Pizza, +1-734-930-3563,  
[mcintyt@dominos.com](mailto:mcintyt@dominos.com) /

/Web site: <http://www.dominos.com>  
<http://www.stjude.org> /

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