



Domino's Pizza Pledges Support to the Fifth Annual St. Jude Children's Research Hospital(R) Thanks and Giving(R) Campaign

November 24, 2008

Domino's Pizza asks customers to help save children's lives by supporting St. Jude while shopping this Holiday season

ANN ARBOR, Mich., Nov. 24 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is gearing up to raise dough for the kids of St. Jude Children's Research Hospital during its fifth annual Thanks and Giving campaign. Domino's customers will have the opportunity to make a donation at point of purchase to benefit the children of St. Jude. Donations can be made when ordering over the phone or when ordering online at www.dominos.com. The campaign begins today and runs through December 31, 2008.

Domino's has raised nearly \$4 million since they began participating in the Thanks and Giving campaign in 2005. This year, Domino's goal is to raise \$1.5 million during the Thanks and Giving campaign to support the lifesaving research taking place at St. Jude. Domino's is proud to join other retail and corporate sponsors in an effort to ask consumers across the country to "Give thanks for the healthy kids in your life, and give to those who are not."

"St. Jude delivers breakthrough discoveries that lead to lifesaving cures for children and their families around the world," said David A. Brandon, Domino's Pizza Chairman and CEO. "Now, more than ever, Thanks and Giving dollars are needed for the children of St. Jude and adding a dollar or two to an order can be life changing. I hope that each and every customer will help the kids of St. Jude by adding just a little more to their orders and helping children with cancer and other diseases have the best chance at life."

St. Jude is one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases. Every research breakthrough at St. Jude is freely shared with the scientific community worldwide, impacting the lives of children in communities across the country and around the world.

"The children of St. Jude, their Moms and Dads and I are thrilled to welcome back Domino's Pizza to the St. Jude Children's Research Hospital Thanks and Giving campaign," said Marlo Thomas, National Outreach Director for St. Jude. "Domino's is dedicated to this holiday campaign to help ensure that St. Jude can continue the lifesaving research and care that has brought hope to so many families."

About Domino's Pizza(R)

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 locally-owned and operated franchised system, Domino's operates a network of 8,726 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over \$5.4 billion in 2007, comprised of \$3.2 billion domestically and \$2.2 billion internationally. During the third quarter of 2008, the Domino's Pizza(R) brand had global retail sales of \$1.3 billion, comprised of approximately \$683 million domestically and approximately \$583 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. Customers can place orders online in English and Spanish by visiting www.dominos.com or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com Domino's Pizza. You Got 30 Minutes(TM).

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. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

Customers are encouraged to participate in the Thanks and Giving campaign by:

- Shopping where you see the St. Jude Thanks and Giving logo -- a magnifying glass set against a bright green background, which symbolizes the ongoing search for cures at St. Jude. Visit www.stjude.org for a list of participating partners.
- Adding a donation at the check-out counter.
- Purchasing specialty merchandise at participating partners to benefit St. Jude.
- Donating online at www.stjude.org or by calling 1-800-4STJUDE. You can also make a donation in memory or honor of a loved one and send a special Thanks and Giving holiday tribute card.

SOURCE Domino's Pizza 11/24/2008 /CONTACT: Katie Connor, of Domino's Pizza, +1-734-930-3274 katie.connor@dominos.com /Web site:

<http://www.dominos.com> <http://www.stjude.org> <http://www.mobile.dominos.com> (DPZ)