



Domino's Pizza Partners With GamesThatGive On-line Game Charity

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Domino's one of the first corporate partners for this innovative form of cause-related marketing

ANN ARBOR, Mich., Oct 12, 2009 /PRNewswire via COMTEX/ -- Domino's Pizza(R), the world leader in pizza delivery (NYSE: DPZ) has entered into an exciting new partnership with GamesThatGive, an innovative new website that allows consumers to help raise money for their favorite charity simply by playing free online games. With several exciting games to choose from, including Solitaire, Gems and Bubble Burst, consumers will generate donations because GamesThatGive donates 70% of its advertising revenue from companies like Domino's(R) to their participating charities. The longer the consumer plays, the more funds are generated for the selected charity.

"People are always looking for a way to give to causes they care about, and GamesThatGive provides an easy and fun way to donate in a way consumers can embrace, even during tough economic times. We are excited to be a part of this unique and innovative website launch," said Jenny Fouracre, spokesperson for Domino's Pizza.

To help promote the fund-raising initiative and recruit new players, a social media component allows consumers to post the funds they've helped to generate directly to their Facebook news feeds. With consumers' help through continued game play, Domino's will be supporting the wonderful charities that are featured on GamesThatGive, groups such as United Way, Mercy Corps, The Wilderness Society, and Jumpstart (one of the leading early-childhood education organizations in the nation.)

"GamesThatGive is thrilled to have Domino's as one of the first advertisers to sign on to this exciting new form of cause-related marketing," said Adam Archer, CEO of GamesThatGive. "As one of the original partners, Domino's can help introduce us to the world and promote the opportunity to raise funds for these incredible organizations and causes."

Check out GamesThatGive online at <http://gamesthatgive.net>.

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 8,873 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 \$5.5 billion in 2008, comprised of nearly \$3.1 billion domestically and over \$2.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry. In 2009 Domino's ranked number one in customer satisfaction in a survey of consumers of the U.S. largest limited service restaurants, according to the annual American Customer Satisfaction Index (ACSI).

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