



## Domino's Pizza Gives Thanks and Raises Some 'Dough' for St. Jude Children's Research Hospital(R)

November 17, 2009

### New for 2009 - Vintage-Style Domino's Noid t-shirts and \$250,000 matching contribution

ANN ARBOR, Mich., Nov. 17 /PRNewswire-FirstCall/ -- *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 sixth annual *Thanks and Giving®* campaign. Starting Nov. 16, Domino's customers will have the opportunity to make a donation at the point of purchase to benefit the children of St. Jude. Donations can be made when ordering over the phone, in-store or when ordering online at [www.dominos.com](http://www.dominos.com). This year Domino's is proud to be matching dollar for dollar all customer contributions up to \$250,000, making each dollar raised from customers even more impactful.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091116/DE11250>)

Remember the Noid, Domino's advertising character from the 1980's? People have been asking about him for years and to help the kids of St. Jude we thought we'd bring him back for this special cause! As another way to raise funds for St. Jude, consumers can purchase a Noid t-shirt, with proceeds benefiting St. Jude. Domino's is selling 1,000 vintage-style t-shirts listed at \$19.99 at [www.noidtshirt.com](http://www.noidtshirt.com). The perfect gift for the Domino's Noid fan on everyone's shopping list. All profits from the sale of each vintage-style Noid t-shirt, at least \$14.00, will be donated to St. Jude.

"I am proud to share that Domino's has raised nearly \$5 million since we began participating in the *Thanks and Giving* campaign in 2005," said David A. Brandon, Domino's Pizza Chairman and CEO. "This year, in addition to our \$250,000 donation, our goal is to raise \$1 million for St. Jude to support their lifesaving research and breakthrough discoveries that lead to lifesaving cures for children and their families around the world."

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.

"We are thrilled that Domino's is once again a part of our annual *Thanks and Giving* campaign" said Marlo Thomas, National Outreach Director. "Their dedication to the campaign has an enormous impact on the lives of countless children and their families in communities across the country who benefit from their caring and generous spirit. Partners like Domino's will enable us to carry on our mission that no child should die in the dawn of life"

The campaign begins Nov. 16 and runs through December 31, 2009.

#### 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 locally-owned and operated franchised system, Domino's operates a network of 8,886 franchised and Company-owned stores in the United States and 60 international markets. The Domino's Pizza® 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. During the third quarter of 2009, the Domino's Pizza® brand had global retail sales of over \$1.2 billion, comprised of over \$672 million domestically and over \$570 million 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).

Twitter - <http://twitter.com/dominos>

Facebook - <http://www.facebook.com/Dominos>

Order - [www.dominos.com](http://www.dominos.com)

Mobile - <http://mobile.dominos.com>

Info - [www.dominosbiz.com](http://www.dominosbiz.com)

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

St. Jude Children's Research Hospital is the nation's leading pediatric research and treatment center devoted solely to children with cancer and other catastrophic diseases and the only pediatric cancer research center that covers all of the costs for treatment, travel, food, and lodging for a patient and a family member. Children come to St. Jude Children's Research Hospital from across the country and around the world, and no child is ever turned away because of family's inability to pay. Since its inception, St. Jude has developed protocols that have helped push survival rates for childhood cancers from less than 20 percent to more than 80 percent overall. When St. Jude opened in 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. Today, the survival rate is 94 percent thanks to the research and treatment protocols developed at St. Jude. Research findings at St. Jude are freely shared with doctors and scientists all over the world, and the work being done at St.

Jude impacts the lives of children in communities everywhere.

*Customers are encouraged to participate by:*

- Adding a donation during the check-out process while shopping at participating partners where you see the St. Jude Thanks and Giving magnifying glass logo. Visit [www.stjude.org](http://www.stjude.org) for a complete list of participating partners.
- Purchasing specialty merchandise at participating companies to benefit St. Jude.
- Donating online at [www.stjude.org](http://www.stjude.org), or by calling 1-800-4STJUDE. 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

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