Domino's Selling Vintage Style 'Avoid the Noid' T-Shirts Online This Holiday Season

November 23, 2009

Domino's brings back the Noid to raise money for the kids of St. Jude

ANN ARBOR, Mich., Nov. 23 /PRNewswire/ -- "Cyber Monday" (Nov. 30) is one of the busiest days of the year for online retailers, and Domino's Pizza® (NYSE: DPZ) is now getting a slice of the action! For a limited time only, Domino's(®) is bringing back the Noid, their famous 1980's advertising character, to help raise funds for St. Jude Children's Research Hospital® during its sixth annual *Thanks and Giving*® campaign.

As a way to raise funds for the kids of St. Jude, consumers can purchase a vintage-style Noid t-shirt. All profits from the sale of each Noid t-shirt, at least $14, will be donated to St. Jude. Domino's is selling 1,000 limited edition Noid t-shirts for $19.99 at www.noidtshirt.com .

"This is the perfect gift for the Domino's Noid fan on everyone's shopping list this holiday season," said Chris Brandon, Domino's Pizza spokesperson. "People have been asking about him for years, and to help the kids of St. Jude, we thought we'd bring him back...for at least a little while."

In addition, Domino's is offering any combination of three or more medium one-topping pizzas, Oven Baked Sandwiches, or BreadBowl Pastas for $5.55 each. When ordering online at www.dominos.com, Domino's customers will also have the opportunity to make a donation at check-out to benefit the children of St. Jude. Donations can also be made when ordering over the phone and at your local Domino's store. 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.

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).

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

Order - www.dominos.com

Mobile - http://mobile.dominos.com

Info - www.dominosbiz.com

About St. Jude

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.

SOURCE Domino's Pizza

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