



Domino's Pizza(R) Raises Record Amount for St. Jude Children's Research Hospital

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ANN ARBOR, Mich., Feb 17, 2010 /PRNewswire via COMTEX/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, raised \$2 million for St. Jude Children's Research Hospital(R) during the 2009 Thanks and Giving(R) campaign. This marks the largest single charitable donation in the history of Domino's Pizza.

"Domino's Pizza stores across the country, along with our millions of customers, rallied to support this amazing cause and brought in double what was collected in 2008," said Patrick Doyle, President of Domino's Pizza. "I want to extend a heartfelt thanks to everyone--our customers, team members and franchisees--who contributed during the campaign. Together we were able to raise public awareness and much needed dollars to support the lifesaving work at St. Jude."

During the 2009 *Thanks and Giving* (Nov. 16-Dec. 31) campaign, Domino's stores nationwide participated by asking for a dollar or more to be added to customer's orders to help the kids of St. Jude. With the combined support of Domino's customers, stores, franchisees and the company contribution, \$2million was raised for St. Jude.

"We know it's been a tough year, but cancer can't wait for the economy to get better. That's why St. Jude is so thankful we can count on Domino's and its customers to support the lifesaving work of St. Jude through the *Thanks and Giving* campaign," said Marlo Thomas, National Outreach Director, St. Jude Children's Research Hospital. "Since no child is ever turned away due to a family's inability to pay, support from partners like Domino's was needed this year more than ever. And they continue to be a blessing to the children who have turned to us for hope and a chance for a healthy future."

Below are some of the essential aspects of treatment for patients and their families that can be funded by the generous contributions made by consumers during *Thanks and Giving*.

- Intravenous chemotherapy treatment (\$712 per day)
- Housing for a St. Jude family (\$154 per night)
- Physical therapy (\$332 per hour)
- Chest x-ray (\$125 each)
- Oxygen therapy (\$402 per day)

"In just over five years, Domino's has raised \$6.7 million to support the efforts of St. Jude," Doyle said. "It is an organization that we are incredibly proud to support."

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 8,886 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. During the third quarter of 2009, the Domino's Pizza(R) 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). Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta, and kicked off 2010 with the debut of their 'Inspired New Pizza' - a permanent change to their core hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

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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.

SOURCE Domino's Pizza