



## Domino's Pizza® Raises All-Time High \$4 Million for St. Jude Children's Research Hospital®

February 18, 2014

**10th annual St. Jude Thanks and Giving® campaign brings total raised to \$20 million since 2004**

ANN ARBOR, Mich., Feb. 18, 2014 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ)** raised a record high amount of donations for St. Jude Children's Research Hospital® during the 2013 10<sup>th</sup> annual *St. Jude Thanks and Giving®* campaign, bringing the total amount raised in 2013 to \$4 million. After this year's campaign, **the recognized world leader in pizza delivery** has now raised more than \$20 million for St. Jude since the partnership was announced in 2004.

(Logo: <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b> )

"Domino's stores all across the country joined forces and raised \$4 million for St. Jude Children's Research Hospital," said Patrick Doyle, Domino's Pizza president and chief executive officer. "I want to thank our customers, team members and franchise owners who worked hard and contributed during the campaign. Together we were able to raise money to support the lifesaving work of St. Jude, benefiting children all around the world."

Domino's customers could donate to St. Jude by ordering the St. Jude Meal Deal – a bundle that included a medium one-topping pizza, a one-topping Handmade Pan Pizza, a 16-piece order of Parmesan Bread Bites, a two-liter bottle of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99. Customers could also add donations to their orders when ordering over the phone, in stores or online at [www.dominos.com](http://www.dominos.com).

The *St. Jude Thanks and Giving®* campaign, created in 2004 by Marlo Thomas and her siblings Terre and Tony, children of St. Jude founder Danny Thomas, celebrates the season of giving by building attention and garnering funds for St. Jude during those months of busy holiday shopping. Funds raised during this campaign impact the lives of children in communities across the world, as St. Jude openly shares research discoveries directly with doctors and scientists everywhere.

"We raised more than \$20 million to support the efforts of St. Jude Children's Research Hospital in just over 10 years," said Doyle. "We are proud to have hit this milestone and look forward to expanding our efforts as we continue to have St. Jude as our national charitable partner."

### About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 10,500 stores in over 70 international markets. Domino's had global retail sales of over \$7.4 billion in 2012, comprised of over \$3.5 billion in the U.S. and nearly \$3.9 billion internationally. In the third quarter of 2013, Domino's had global retail sales of nearly \$1.8 billion, comprised of \$849 million in the U.S. and \$935 million internationally. Its system is largely made up of franchise owner-operators who accounted for over 96% of the Domino's Pizza stores as of the third quarter of 2013. The emphasis on technology innovation has helped Domino's reach an estimated \$3 billion annually in global digital sales. Domino's generates about 40% of sales in the U.S. from its digital channels, helped by the introduction of ordering apps for iPhone®, Android™, Windows Phone 8 and Kindle Fire. Domino's ordering apps now cover nearly 95% of the U.S. smartphone market. Continuing its focus on menu enhancement, Domino's established itself as a player in the pan pizza market with the launch of its Handmade Pan Pizza, featuring fresh, never-frozen dough, in October 2012.

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

Mobile – <http://mobile.dominos.com>

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

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

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

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

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. St. Jude has the world's best survival rates for the most aggressive childhood cancers, and treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since we opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. St. Jude freely shares the breakthroughs we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](http://stjude.org) or following St. Jude on [facebook.com/stjude](http://facebook.com/stjude) and [twitter.com/stjude](http://twitter.com/stjude).

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