

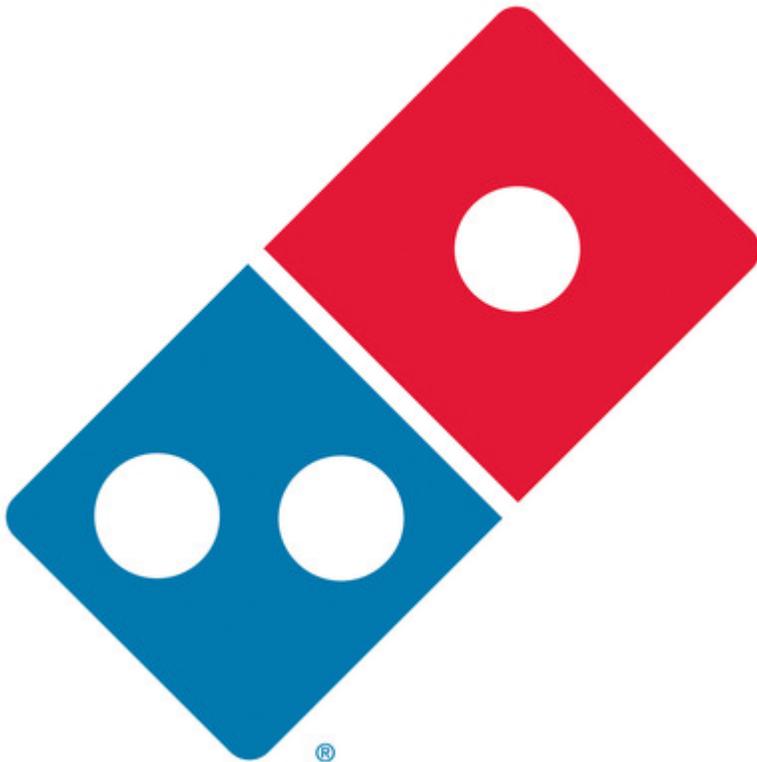


## Domino's® Launches 13th Annual Thanks and Giving® Campaign for St. Jude Children's Research Hospital®

October 24, 2016

### Updated St. Jude Meal Deal feeds your family while supporting families at St. Jude

ANN ARBOR, Mich., Oct. 24, 2016 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) is launching its 13th annual St. Jude *Thanks and Giving*® campaign to raise "dough" for the kids of St. Jude Children's Research Hospital®. **The recognized world leader in pizza delivery's** campaign begins today, Oct. 24, 2016, and runs through Jan. 1, 2017.



Domino's will ask customers to support St. Jude by adding a donation to their order, either online, over the phone, or in stores. Select customers enrolled in the Domino's Piece of the Pie Rewards™ loyalty program will be offered an opportunity to earn bonus points by making a donation. Details will be emailed to eligible customers during the campaign.

Digital pop-up asks will include language about the impact of a donation, associated with treatments and hospital costs. For example, a \$1 donation could help pay for a pediatric isolation gown, a \$2 donation could help pay for an IV bag or ace bandages, or a \$5 donation could help provide thermometers or toddler diapers.

Customers can also help the kids of St. Jude by purchasing the St. Jude Meal Deal – a bundle that includes two medium one-topping Hand Tossed pizzas, a 16-piece order of parmesan bread bites, an order of Cinna Stix®, a two-liter of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99.

"Domino's has a unique opportunity to reach many people over the phone, in store and online to raise awareness and funds for St. Jude Children's Research Hospital," said Patrick Doyle, Domino's president and CEO. "As a long-term partner of St. Jude, Domino's is thrilled to leverage this opportunity for the 13th year to help the doctors and scientists at the hospital in their mission to end childhood cancer."

Domino's has raised more than \$31 million for St. Jude since becoming a national partner in 2004, and is in the second year of an eight-year commitment to raise \$35 million. In 2015, the Domino's Event Center at St. Jude Children's Research Hospital opened in honor of the commitment. The Domino's Event Center is a flexible event space on the hospital campus that can be used for patient and family activities, fundraising and

entertainment.

In 2015, Domino's and its customers raised \$5.4 million. This year, Domino's is hoping to raise \$5.6 million with the help of customers across the country.

"It means so much to have our loyal friendship and the unwavering commitment from Domino's, who continues to join us in the fight against childhood cancer," said Marlo Thomas, St. Jude Children's Research Hospital's national outreach director. "Because of Domino's support and participation in the St. Jude Thanks and Giving campaign, St. Jude can continue to expand our research, optimize our treatments and never give up until we end childhood cancer."

Created by Marlo, Terre and Tony Thomas – children of St. Jude founder Danny Thomas – the St. Jude *Thanks and Giving* campaign asks people to "Give thanks for the healthy kids in your life, and give to those who are not" in order to help St. Jude continue its lifesaving mission: Finding cures. Saving children®. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago, and they won't stop until no child dies from cancer.

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

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SOURCE Domino's Pizza

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