



## Domino's Pizza Raises Record Amount for St. Jude Children's Research Hospital

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ANN ARBOR, Mich., Feb. 22 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, raised more than \$1.35 million for St. Jude Children's Research Hospital(R) during the 2007 Thanks and Giving campaign. This marks the largest charitable donation in the history of Domino's Pizza.

"I want to extend a heartfelt thanks to everyone -- our customers, team members and franchisees -- who contributed during the campaign," said David A. Brandon, chairman and CEO of Domino's Pizza. "Together we were able to raise public awareness and much needed dollars to support the lifesaving work at St. Jude."

During the 2007 Thanks and Giving (Nov. 19-Dec. 31) campaign, Domino's stores nationwide participated by asking for a dollar or two to be added to customer's orders to help the kids of St. Jude. With the combined support of its customers and corporate and franchise stores, Domino's raised \$1,350,727 for St. Jude. 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 three years, Domino's has raised more than \$3.8 million to support the efforts of St. Jude," Brandon said. "With the overwhelming success of our partnership with St. Jude and the impact we are making on this organization, we are delighted to have made the heartfelt decision to keep St. Jude on as our national charitable partner for the long-term."

St. Jude's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Every research breakthrough at St. Jude is immediately and freely shared with the scientific community worldwide, impacting the lives of children in communities across America and around the globe.

### 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 franchised system, Domino's operates a network of 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$725.7 million domestically and approximately \$510.7 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR(R)." Customers can place orders online in English and Spanish by visiting [www.dominos.com](http://www.dominos.com) or from a Web-enabled cell phone by visiting [mobile.dominos.com](http://mobile.dominos.com). More information on the Company, in English and Spanish, can be found on the Web at [www.dominosbiz.com](http://www.dominosbiz.com). Domino's Pizza: You Got 30 Minutes.(TM)

### 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. Founded in 1962 by late entertainer Danny Thomas, St. Jude has treated children from across the country and around the world.

- No child is ever turned away because of a family's inability to pay.
- St. Jude covers all costs for treatment and is the only pediatric cancer research center that pays for travel, lodging and food for patients and a family member.
- Eighty-five cents of every dollar received goes directly to research and treatment.
- St. Jude has increased the survival rate of the most common form of childhood cancer, acute lymphoblastic leukemia (ALL), from 4 percent when the hospital opened to 94 percent today.
- Every breakthrough at St. Jude is freely shared with the scientific and medical community worldwide. That's why St. Jude is called the "hospital without walls."
- St. Jude is the epicenter for pediatric brain tumor research and has one of the largest sickle cell disease programs in the

country.

- St. Jude discovered a way to lessen side effects, making radiation treatment more effective for virtually all cancers.
- St. Jude follows the progress of its patients long after they leave the hospital, providing related follow-up services, advice and assistance at no charge to the patients.

More information is available at [www.stjude.org](http://www.stjude.org), where visitors can view the celebrity spots, learn about the corporate partners, buy unique merchandise designed by the patients at St. Jude and meet some of the patients.

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