



## Domino's Pizza® Kicks Off 2013 Thanks and Giving® Campaign for St. Jude Children's Research Hospital®

November 11, 2013

### Domino's offering two St. Jude Thanks and Giving® bundles to customers

ANN ARBOR, Mich., Nov. 11, 2013 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) is gearing up to raise "dough" for the kids of [St. Jude Children's Research Hospital®](#) during the tenth annual *Thanks and Giving®* campaign. The **recognized world leader in pizza delivery's** campaign begins Nov. 11, 2013, and runs through Jan. 5, 2014. To benefit St. Jude, Domino's will offer two bundles during the campaign.

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

This year, Domino's is proud to be matching dollar-for-dollar all customer contributions up to a total of \$250,000 – making each dollar raised from customers even more impactful.

Domino's customers can donate to St. Jude by ordering the St. Jude Meal Deal – a bundle that includes 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. Mondays through Thursdays, customers can order one large, three topping pizza for \$7.99 and can add another bundle that includes an order of Stuffed Cheesy Bread and a \$1 donation to St. Jude for an additional \$5.99, for a total cost of \$13.98. Donations can also be made when ordering over the phone, in stores or online at [www.dominos.com](http://www.dominos.com).

In 2012, Domino's committed to raising \$10 million for St. Jude by 2015, and recently received naming rights to the Assessment and Triage Clinic Delivered by Domino's on the St. Jude campus in Memphis, Tenn. Last year, Domino's raised more than \$3.6 million toward the \$10 million goal.

"I am proud that we are working with our customers across the country to move forward toward our goal of raising \$10 million for St. Jude Children's Research Hospital," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "By supporting the hospital's research and breakthrough discoveries through St. Jude *Thanks and Giving®*, we have a real opportunity to make a significant impact on the children and their families."

"The return of Domino's as a St. Jude *Thanks and Giving®* partner is a testament to its commitment to the lifesaving mission of St. Jude," said Marlo Thomas, national outreach director for St. Jude Children's Research Hospital. "Thanks to partners like Domino's and its loyal customers, St. Jude Children's Research Hospital is able to continue saving the lives of countless children around the world, all at no cost to patients and their families."

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. The 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.

### 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 Domino's brand generates over \$2 billion in global digital sales per year, with about 40% of sales in the U.S. coming from its digital channels. Its emphasis on new technology has helped drive the introduction of Domino's ordering apps for iPhone®, Android™, Windows Phone 8 and Kindle Fire – which 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)

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