



Domino's Pizza® Raises Record \$5.2 Million for St. Jude Children's Research Hospital®

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11th St. Jude Thanks and Giving® campaign brings total raised by company to \$25 million

ANN ARBOR, Mich., Feb. 10, 2015 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ) raised an all-time high amount of donations for St. Jude Children's Research Hospital during the 2014 St. Jude *Thanks and Giving* campaign, bringing the total amount raised in 2014 to \$5.2 million. After this year's campaign, **the recognized world leader in pizza delivery** completed a three-year, \$10 million commitment made to the hospital in 2012 – one year early.

"Domino's stores all across the country rallied together to raise an impressive \$5.2 million for St. Jude Children's Research Hospital," said Patrick Doyle, Domino's Pizza president and chief executive officer. "I am grateful for our customers, team members and franchise owners for their strong efforts and contributions to the campaign."

The additional funds raised in 2014 will apply to Domino's new commitment to raise \$35 million in eight years, beginning in 2015. The new gift will be used to develop the Domino's Event Center at St. Jude Children's Research Hospital, a flexible event space on the hospital campus that can be used for fundraising events, patient and family activities and entertainment.

This year, Domino's matched all customer contributions dollar-for-dollar up to a total of \$250,000 – making each dollar raised from customers even more impactful. Domino's has now raised more than \$25 million for St. Jude in 11 years, since the partnership was announced in 2004.

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, 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 mission of finding cures and saving children. St. Jude is leading the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases.

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 11,250 stores in over 75 international markets. Domino's had global retail sales of over \$8.0 billion in 2013, comprised of nearly \$3.8 billion in the U.S. and over \$4.2 billion internationally. In the third quarter of 2014, Domino's had global retail sales of over \$2.0 billion, comprised of \$0.9 billion in the U.S. and \$1.1 billion internationally. Its system is made up of franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2014. The emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from its digital channels at the end of 2014, as well as reach an estimated run rate of \$4 billion annually in global digital sales. Domino's recently launched its ordering app for iPad®, adding to an existing ordering app lineup that covers nearly 95% of the smartphone market. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within both traditional and e-commerce retail.

Order - www.dominos.com

Mobile - <http://mobile.dominos.com>

Info - biz.dominos.com

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

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

YouTube - <http://www.youtube.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 life-threatening diseases. St. Jude has the world's best survival rates for some of 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. We won't stop until no child dies from cancer. 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 or following St. Jude on [facebook.com/stjude](https://www.facebook.com/stjude) and twitter.com/stjude.

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