



## Domino's® Begins 12th Annual St. Jude Thanks and Giving® Campaign for St. Jude Children's Research Hospital®

November 2, 2015

### St. Jude Meal Deal and online pop-ups to help raise donations

ANN ARBOR, Mich., Nov. 2, 2015 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), the recognized world leader in pizza delivery, is ready in stores and online to raise funds for its 12th year on behalf of [St. Jude Children's Research Hospital](#)® during the annual *St. Jude Thanks and Giving*® campaign.



Beginning today and running through Jan. 3, 2016, Domino's will give consumers numerous channels to donate to help the kids of St. Jude, including through their orders, either online, over the phone or in the stores. Many digital customers will see pop-ups that include the ability to add a dollar or more contribution, to round up to the nearest dollar to donate, as well as limited time opportunities to earn loyalty points or discount coupons for making donations.

Consumers can also help the kids of St. Jude by purchasing the St. Jude Meal Deal – a bundle that includes two medium one-topping pizzas, an order of Marbled Cookie Brownie, a two-liter of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99.

"Domino's is committed to helping St. Jude," said Patrick Doyle, Domino's president and CEO. "We've been a part of the *St. Jude Thanks and Giving* campaign for 12 years because St. Jude makes such a huge difference in the lives of children with cancer and their families. We hope this holiday season is no different, and that Domino's customers continue to give and help the kids of St. Jude. Every donation helps."

Domino's has committed to raise \$35 million over the next eight years – having already raised over \$25 million for St. Jude since becoming a national partner in 2004. The commitment helped to fund the recently opened Domino's Event Center at St. Jude Children's Research Hospital, a flexible event space on the hospital campus that can be used for patient and family activities, fundraising and entertainment.

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

"I am so grateful for Domino's dedication to helping the children and families of St. Jude," said Marlo Thomas, national outreach director for St. Jude Children's Research Hospital. "During the holiday shopping season, Domino's participation in the St. Jude *Thanks and Giving* campaign makes it easy for its customers to help our doctors and scientists continue the research and treatment that leads to cures and gives these children the chance to enjoy many more holidays for years to come."

*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 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. 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.*

#### **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 a global enterprise of more than 12,100 stores in over 80 international markets. Domino's had global retail sales of over \$8.9 billion in 2014, comprised of more than \$4.1 billion in the U.S. and nearly \$4.8 billion internationally. In the third quarter of 2015, Domino's had global retail sales of over \$2.1 billion, comprised of over \$1.0 billion in the U.S. and over \$1.1 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the third quarter of 2015. Emphasis on technology innovation helped Domino's generate approximately 50% of U.S. sales from digital channels at the end of 2014, and reach an estimated run rate of \$4.0 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and has recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV® and Pebble Watch, as well as Twitter and text message using a pizza emoji. In June 2014, Domino's debuted voice ordering for its iPhone® and Android™ apps, a true technology first within traditional and e-commerce retail.

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

Mobile – <http://mobile.dominos.com>

Digital Info – [anyware.dominos.com](http://anyware.dominos.com)

Company Info – [biz.dominos.com](http://biz.dominos.com)

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

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

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