



Domino's® Will PLAY LIVE for St. Jude Children's Research Hospital®

April 28, 2017

Team members at Domino's World Resource Center will stream live on Twitch to raise funds

ANN ARBOR, Mich., April 28, 2017 /PRNewswire/ -- Team members from **Domino's Pizza (NYSE: DPZ)**, the recognized world leader in pizza **delivery**, are playing video games today, Friday, April 28, to raise funds and awareness for [St. Jude Children's Research Hospital®](#) as part of St. Jude PLAY LIVE, a program that encourages participants to stream their video games while raising money for kids fighting cancer and other life-threatening diseases.



From 10 a.m. EDT to at least 10 p.m. EDT, the Domino's St. Jude PLAY LIVE team will stream video games on their [Twitch channel](#). Team members will be streaming live from the Domino's World Resource Center in Ann Arbor, Michigan, and will be joined online by corporate and franchise team members across the country in an effort to support the kids of St. Jude. Donations can be made to the Domino's Games St. Jude PLAY LIVE [event page](#).

The St. Jude PLAY LIVE program is in its fourth year. This is the third year Domino's is participating. This year's event and live stream will feature a pinball tournament and a rock, paper, scissors tournament, in addition to other video games.

"We have been proud to be a partner of St. Jude Children's Research Hospital for 14 years," said Jenny Fouracre, spokesperson at Domino's. "Participating in St. Jude PLAY LIVE is a unique way to increase both our corporate and franchise team members' engagement with St. Jude, while raising funds and awareness."

Since naming St. Jude as its national charitable partner in 2004, Domino's has raised more than \$38 million for the kids of St. Jude.

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 14,000 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the first quarter of 2017, Domino's had

global retail sales of nearly \$2.7 billion, with over \$1.3 billion in the U.S. and nearly \$1.4 billion internationally. Its system is primarily comprised of independent franchise owners who accounted for over 97% of Domino's stores worldwide as of the first quarter of 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP[®], a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards[™], its first digital customer loyalty program.

Order – dominos.com

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

Instagram – instagram.com/dominos

YouTube – youtube.com/dominos

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SOURCE Domino's Pizza

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