



Domino's Pledges Support to St. Jude Children's Research Hospital's 3rd Annual Thanks and Giving Campaign

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Domino's Pizza Stores Asking Customers to Donate a Dollar or Two for the Kids of St. Jude

ANN ARBOR, Mich., Nov 21, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is ready to raise a lot of dough for the kids of St. Jude Children's Research Hospital(R) during its 2006 Thanks and Giving campaign. Domino's Pizza stores across the country are asking customers to add a dollar or two to their order to benefit the children of St. Jude. The campaign runs through December 31, 2006.

This year for the Thanks and Giving campaign, Domino's Pizza will join other retail and corporate sponsors and a long list of celebrities, including: Jennifer Aniston, Bernie Mac, Jimmy Smits, Sarah Jessica Parker, Ray Romano and Robin Williams in an effort to ask shoppers to give thanks for the healthy kids in their lives, and give to those who are not. Last year, Domino's raised nearly \$1.2 million for St. Jude during the Thanks and Giving Campaign and helped build awareness by putting the St. Jude logo on millions of pizza boxes.

"St. Jude delivers life-saving treatment for children with cancer and catastrophic diseases each and every day," said David A. Brandon, Chairman and CEO of Domino's Pizza. "Adding a dollar or two to your order is an easy way to support St. Jude in making miracles happen for hopeful children. I hope that every customer will help the kids of St. Jude in this simple, yet important way."

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. 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.

"Thanks and Giving is thrilled to partner with some of the country's most respected brands and corporations and we're excited to have Domino's Pizza back again as our partner this year," said Marlo Thomas of St. Jude Children's Research Hospital. "Domino's Pizza's customers have shown that they welcome the opportunity to help St. Jude continue its work, and we appreciate Domino's participation in the fight against childhood cancer."

In 2004, Domino's Pizza franchisees and team members voted St. Jude as the company's national philanthropic partner. This announcement launched a multi-year partnership to assist the hospital in the life-saving care and research it provides to children around the world.

About Domino's Pizza:

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 8,238 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.0 billion in 2005, comprised of \$3.3 billion domestically and \$1.7 billion internationally. During the third quarter of 2006, the Domino's Pizza(R) brand had global retail sales of approximately \$1.2 billion, comprised of more than \$700 million domestically and more than \$400 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)." More information on the Company, in English and Spanish, can be found on the web at www.dominos.com.

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 by late entertainer Danny Thomas, St. Jude has treated children from every state in the U.S. and from more than 70 foreign countries.

- St. Jude opened its doors in 1962 and sees approximately 200 children every day.
- Every breakthrough at St. Jude is immediately and freely shared with the scientific and medical communities worldwide. That's why St. Jude is called the "hospital without walls."
- No child is ever turned away because of a family's inability to pay.
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- 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 90 percent today.
- Eighty-four cents of every dollar received goes directly to research and treatment.
- St. Jude has become the nation's third largest healthcare charity, supporting a daily operating cost of more than \$1 million.

More information is available at 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, meet some of the patients, and enjoy a special kids section with interactive games and information.

on how kids can give back to kids in need.

SOURCE Domino's Pizza

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