



Domino's Pizza Raises Record Amount for St. Jude Children's Research Hospital(R)

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Domino's Elects to Continue its Support of St. Jude Indefinitely

ANN ARBOR, Mich., Feb. 15 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, raised more than \$1.34 million for St. Jude Children's Research Hospital(R) during the 2006 Thanks and Giving campaign, with customer donations at franchise-owned stores up nearly 28 percent from 2005. This marks the largest charitable donation in the history of Domino's Pizza. Domino's has decided to extend its relationship with St. Jude as its national charitable partner indefinitely.

"I want to extend a heartfelt thanks to everyone -- our customers, team members and franchisees -- who contributed during the campaign," said David A. Brandon, chairman and CEO of Domino's Pizza. "Together we were able to raise public awareness and much needed dollars to support the life-saving work at St. Jude."

During the 2006 Thanks and Giving (Oct. 30-Dec. 31) campaign, Domino's stores nationwide participated by asking for donations to be added to customers' orders to help St. Jude continue its groundbreaking research and life-saving care. With the combined support of its customers, corporate and franchise stores and other company contributions, Domino's raised \$1,348,501 for St. Jude.

"In just over two years, Domino's has raised more than \$2.5 million to support the efforts of St. Jude," Brandon said. "With the overwhelming success of our partnership with St. Jude and the impact we are making on this organization, we have made the heartfelt decision to keep St. Jude on as our national charitable partner for the long-term."

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic childhood diseases. Research breakthroughs at St. Jude are shared immediately and freely with the global medical community, impacting the lives of children in communities across America and around the globe.

In 2004, Domino's Pizza franchisees and team members elected St. Jude as the company's national philanthropic partner. In the first year, Domino's assisted St. Jude with over \$350,000 in monetary and in-kind support and helped build awareness by putting the St. Jude logo on millions of pizza boxes. During the 2005 Thanks and Giving campaign, Domino's raised \$1.2 million for the hospital.

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza(R) 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(R) was named "Chain of the Year" by Pizza Today(R) 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 the late entertainer Danny Thomas and based in Memphis, Tennessee, St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund raising organization. For more information, please visit www.stjude.org.

SOURCE Domino's Pizza

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