



Domino's Pizza Pledges Support to the St. Jude Children's Research Hospital(R) Fourth Annual Thanks and Giving(R) Campaign

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Domino's Pizza Stores Asking Customers to Donate a Dollar or Two

ANN ARBOR, Mich., Nov. 19 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is gearing up to raise dough for the kids of St. Jude Children's Research Hospital during its fourth annual Thanks and Giving campaign. Domino's Pizza stores across the country are asking customers to donate a dollar or two to their order to benefit the kids of St. Jude. Donations can be made when ordering over the phone or when ordering online at www.dominos.com. The campaign begins today and runs through December 31, 2007.

This year for the Thanks and Giving campaign, Domino's Pizza will join other retail and corporate sponsors and a list of celebrities, including: Jennifer Aniston, Antonio Banderas, Bernie Mac, Ray Romano, Robin Williams and Reggie Bush in an effort to ask shoppers to "Give thanks for the healthy kids in your life, and give to those who are not."

Domino's goal is to raise between \$3 million and \$5 million for St. Jude. Among the thousands of life-saving procedures the Thanks and Giving campaign helps support at St. Jude, generous contributions from consumers can fund the following essential aspects of treatment for patients and their families:

- Intravenous chemotherapy treatment (\$712 per day)
- Housing for a St. Jude family (\$154 per night)
- Physical therapy (\$332 per hour)
- Chest x-ray (\$125 each)
- Oxygen therapy (\$402 per day)

"St. Jude delivers breakthrough discoveries that lead to life-saving cures for children and their families around the world," said David A. Brandon, Domino's Pizza Chairman and CEO. "Adding a dollar or two to your order is an easy way to support St. Jude and help children with cancer and other diseases have the best chance at life. I hope that each and every customer will help the kids of St. Jude by adding just a little more to their pizza orders."

St. Jude is the nation's leading research and treatment center for children with cancer and other catastrophic diseases. Every research breakthrough at St. Jude is freely shared with the scientific community worldwide, impacting the lives of children in communities across the country and around the world.

About Domino's Pizza(R)

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 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$754.7 million domestically and approximately \$510.7 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)." Customers can place orders online in English and Spanish by visiting www.dominos.com or from a web-enabled cell phone by visiting mobile.dominos.com. 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 in 1962 by late entertainer Danny Thomas, St. Jude has treated children from across the country and around the world.

-- No child is ever turned away because of a family's inability to pay.

- St. Jude covers all costs for treatment and is the only pediatric cancer research center that pays for travel, lodging and food for patients and a family member.
- Eighty-five cents of every dollar received goes directly to research and treatment.
- 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 94 percent today.

- Every breakthrough at St. Jude is freely shared with the scientific and medical community worldwide. That's why St. Jude is called the "hospital without walls."
- St. Jude is the epicenter for pediatric brain tumor research and has one of the largest sickle cell disease programs in the country.
- St. Jude discovered a way to lessen side effects, making radiation treatment more effective for virtually all cancers.
- St. Jude follows the progress of its patients long after they leave the hospital, providing related follow-up services, advice and assistance at no charge to the patients.

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 and meet some of the patients.

SOURCE Domino's Pizza 11/19/2007 CONTACT: Media Relations, Stacey Bednarski of Domino's Pizza, +1-734-930-3274 stacey.bednarski@dominos.com Web site: <http://www.dominos.com> <http://mobile.dominos.com> <http://www.stjude.org> (DPZ)

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