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## **Papa John's Providing Entire Nation Chance to Win a Free Papa's Perfect Pan Pizza; "GO DEEP Challenge" Issued to Pro Quarterbacks Competing for Championship: Break the Record and America eats Papa's Perfect Pan!**

LOUISVILLE, Ky., Jan 23, 2006 (BUSINESS WIRE) -- America has heeded the rally cry to "Go Deep" for Papa John's new Papa's Perfect Pan Pizza. Now pizza lovers throughout America will cheer on two pro football quarterbacks to truly "Go Deep" in Detroit, to win a free large Papa's Perfect Pan Pepperoni Pizza for every eligible fan who enters the first-ever Papa John's GO DEEP Challenge.

Beginning today and continuing through 6 pm eastern time on Feb. 5, consumers can register for a chance to win at [www.papajohns.com](http://www.papajohns.com), and from there it's up to the quarterbacks competing in the Big Game to make every entrant a winner. If a quarterback representing either Pittsburgh or Seattle beats the championship game record of 85 yards for a touchdown pass, set just two years ago in Houston, all eligible entrants will win a FREE Papa's Perfect Pan Pepperoni Pizza redeemable online at [www.papajohns.com](http://www.papajohns.com). Complete rules are available at [www.papajohns.com/godeep85](http://www.papajohns.com/godeep85).

"This is not like looking for water on Mars or hoping a satellite re-entering the atmosphere hits a bullseye in the middle of the ocean," said Jim Ensign, vice president of marketing for Papa John's. "Big-time Go Deep passes happen. In fact, a touchdown pass of more than 80 yards has happened during the Big Game five times, as recently as two years ago by Carolina. And we hope it happens for at least 86 yards Feb. 5, so we can share Papa's new Perfect Pan Pizza free with every eligible fan in America who registers ahead of the Big Game."

Adding to the spirit of the GO DEEP Challenge is a tasty incentive package for the quarterbacks and receivers in uniform on Feb. 5 in Detroit - the first quarterback and receiver to combine and Go Deep to set a new record for the longest touchdown completion in this year's championship game will each win free pan pizza from Papa John's ... for life.

"There's nothing more exciting in sports than seeing a quarterback go deep in football's ultimate showcase game," said Ensign. "With great quarterbacks and receivers on both teams, and potentially millions of free Papa's Perfect Pan pizzas on the line, the thrills in this year's game will be truly memorable."

Just for registering, participants will receive a redemption code good for two FREE 20- oz. Coca-Cola products with the online purchase of any large Papa's Perfect Pan specialty pizza at regular menu price.

Once registered at [www.papajohns.com](http://www.papajohns.com), fans can begin experiencing all the conveniences of ordering pizza online. In fact, this football season Papa John's is making life even easier for party planners - with advance online ordering. Fans can log on to [www.papajohns.com](http://www.papajohns.com) and follow the online ordering menu to place their order in advance of the Big Game. Place an order - including all the pizzas, wings, breadsticks, sodas and other sides the party needs - and indicate a time of delivery. It's that simple.

The new fan favorite is certainly Papa's Perfect Pan. Featuring a thick buttery-tasting crust made with olive oil, and a new zesty robusto pizza sauce with chunks of tomato and flavored with garlic, Italian herbs and spices, Papa's Perfect Pan is square and deep so customers can pile on loads of their favorite "better ingredients" from Papa John's.

In addition to the GO DEEP Challenge, Papa John's has been engaged in other activities around the country leading up to the Big Game, including the GO DEEP Armchair Quarterback Challenge. At events hosted by Circuit City in select playoff markets, Papa John's challenged armchair quarterbacks around the country to see who could "go deep" by throwing the longest pass from the comfort of a Berkline lounge while holding a slice of Papa's Perfect Pan Pizza. The winner in each market receives free Papa's Perfect Pan pizza for a year. So far, Washington, D.C. has produced the top Armchair Quarterback in America - Mike Sempeles -- with a remarkable reclining toss of 34.37 yards!

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's

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