



February 2, 2012

## America Calls 'Heads' for Super Bowl XLVI Coin Toss and Chance for Free Papa John's Pizza

***NFL Stars Peyton Manning and Jerome Bettis Join Millions of Fans Enrolled in Papa Rewards Ready to Flip Over Free Pizza if Coin Toss Lands on Heads***

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's](http://www.papajohns.com), the Official Pizza Sponsor of the NFL, today announced that America has called "heads" in Papa John's Super Bowl XLVI [Coin Toss Experience](http://www.papajohns.com). With America's call, the millions of fans enrolled in the company's Papa Rewards customer loyalty program will receive a free large one-topping pizza and 2-liter Pepsi MAX if the coin toss in Super Bowl XLVI lands on "heads."

America chose which side of the coin based on popular vote the past 10 days at [www.papajohns.com](http://www.papajohns.com). "Heads" prevailed with 60 percent of the vote.

But making the call is just part of Papa John's Super Bowl XLVI Coin Toss Experience. Americans can enroll in Papa Rewards at [www.papajohns.com](http://www.papajohns.com) until 6 p.m. ET Super Bowl Sunday to receive the free pizza and Pepsi MAX if America's call is correct.

"We're thrilled with the response of NFL fans and our customers to Papa John's Super Bowl Coin Toss Experience," said John Schnatter, Papa John's Founder, Chairman and CEO. "Recognizing it's not every day that you get a chance for free pizza and Pepsi MAX on the simple flip of a coin, we expect the rush of people signing up for Papa Rewards to continue right up until the official coin is tossed."

"I've never seen so much excitement about a coin toss," said NFL star and Super Bowl XLI champion Peyton Manning. "I'll be crossing my fingers with all of America for the coin to land on heads and reward everyone with free Papa John's pizza."

Added Super Bowl XL Champion and Pro Football Hall of Fame finalist Jerome "The Bus" Bettis: "For years, the coin toss I participated in on Thanksgiving Day 1998 has been recognized as one of the most famous in NFL history. If this year's coin toss comes up 'heads,' I may be passing Papa John's the torch for the most memorable coin toss."

Last year for Super Bowl XLV, Papa John's set a single-day sales record by selling more than 1 million pizzas, driven in part by offering a free large pizza to everyone in America if the game went into overtime. In the fourth quarter, the teams were separated by only 3 points, but the game did not go into overtime. In fact, no Super Bowl has ever gone into overtime.

"We generated a lot of excitement toward the end of Super Bowl XLV," Schnatter said. "For Super Bowl XLVI, we're flipping our strategy — literally — and generating a lot of drama for NFL fans and our customers at the beginning of Super Bowl XLVI."

If the coin toss for Super Bowl XLVI lands on heads, each Papa Rewards member will receive an email Monday, Feb. 6, with instructions on how to get their free large one-topping pizza and 2-liter Pepsi MAX.

Papa John's is in the second year of a multi-year sponsorship with the NFL.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

NO PURCHASE NECESSARY. ONLY PAPA REWARDS MEMBERS AS OF 6 PM ET ON 2/5/12 WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 13 AND OLDER MAY BE ELIGIBLE TO RECEIVE A PRIZE. VOID WHERE PROHIBITED. Voting takes place from 1/22/12 to 2/1/12. For Official Rules, visit [www.papajohns.com](http://www.papajohns.com).

**For broadcast- and print-ready video, photos and logos, visit:** <http://papajohns.centralcast.net>

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Source: Papa John's International, Inc.

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