



June 8, 2010

Papa John's Pizza Secures Three-Year Deal as Official Pizza Sponsor of NFL and Super Bowl

Deal Grants Pizza Company Category Exclusivity, Rights to Use NFL Logos and Trademarks in Marketing and Advertising

LOUISVILLE, Ky., Jun 08, 2010 (BUSINESS WIRE) -- Football fans can expect the upcoming NFL season to be even better, thanks to the company known for its "Better Ingredients, Better Pizza." Papa John's International, Inc. (NASDAQ: PZZA), which earlier this year entered into an agreement with the NFL as the Official Pizza Sponsor of Super Bowl XLIV, has signed a three-year agreement through the 2012 season as the Official Pizza Sponsor of the NFL and Super Bowl XLV, XLVI and XLVII.

The deal is the largest in Papa John's history and includes category exclusivity among delivery and carryout pizza brands.

"The National Football League is the most highly regarded and popular brand in sports, with a commitment to quality that matches perfectly with the high standards of Papa John's," said Andrew Varga, Papa John's Chief Marketing Officer. "Papa John's has always prided itself as being the preferred pizza of football fans. This sponsorship takes it to the next level. This is by far the largest sports-related financial commitment that our brand has made and we believe this affiliation will greatly enhance our brand building efforts over the next three years."

Earlier this year with its sponsorship of Super Bowl XLIV, Papa John's recorded its largest single sales day in the brand's history, selling more than 900,000 pizzas at its 2,800 U.S. restaurants. Extending the NFL sponsorship will propel the brand deeper into the mindset of NFL fans everywhere, beginning with 2010 NFL Kickoff in September all the way through Super Bowl XLIV on February 6, 2011 and beyond.

"We are excited to welcome the Papa John's brand to the NFL as an official sponsor," Keith Turner, NFL Senior Vice President of Media Sales & Sponsorship. "We have appreciated Papa John's local sponsorships with NFL teams over the years. We welcomed them into the national fold at Super Bowl XLIV and are pleased to extend the relationship into a long-term sponsorship."

As a sponsor, Papa John's will be able to use NFL logos and trademarks in its advertising and marketing. These logos include the NFL shield logo, as well as those of marquee league events, such as the Super Bowl, Pro Bowl and NFL Kickoff.

Papa John's is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, Philadelphia Eagles, St. Louis Rams, Tennessee Titans, and Washington Redskins.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 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 and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

© 2010 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Senior Director, Public Relations
tish_muldoon@papajohns.com

or

NFL

Joanna Hunter, 212-450-2449
Joanna.hunter@nfl.com

Copyright Business Wire 2010