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Papa John's Announces National Advertising Agency Review

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, the world's third-largest pizza delivery company, today announced it is reviewing its national agency of record to ensure it has the right resources in place to help the brand achieve its next level of growth.

"As the recognized industry leader in customer happiness and the leader in digital ordering, Papa John's has built an incredible amount of momentum over the past few years," said John Schnatter, Papa John's founder, chairman and CEO. "We feel the timing is right to seek an agency partner that can capitalize on that momentum and help advance our brand to the next level through fresh thinking, brand messaging and more innovative, integrated marketing."

The review, which will focus on creative only, was initiated following several months of evaluation of the brand's advertising needs. Papa John's current agency of record, ZGroup Advertising, has declined to participate in the review.

"ZGroup has been an important partner and member of the Papa John's marketing team for many years," said Bob Kraut, Papa John's chief marketing officer. "We thank them for their contribution and loyalty to the Papa John's brand and believe they will continue to serve us well in their media and co-op buying role."

NJS Consulting, an independent advertising consulting firm, will assist with the selection process.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

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