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Papa John's Offering One Fan Opportunity to Kick Field Goal at Papajohns.com Bowl for \$25,000 Prize

"Kick 4 Cash" Promotion Kickstarts 25-Year Anniversary Celebration

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 8, 2008--The drama of the third Papajohns.com Bowl on Monday, Dec. 29, will not be limited to the competition between Rutgers and North Carolina State, thanks to game's first-ever "Kick 4 Cash" halftime promotion.

In a nod to Papa John's' 25-year anniversary celebration in 2009, Papa John's International, Inc., will invite one lucky fan to attempt a 25-yard field goal at halftime during the Papajohns.com Bowl at Legion Field in Birmingham, Ala., with a prize of \$25,000 on the line.

"Our loyal customers are the primary reason Papa John's is celebrating 25 years of delivering Better Ingredients, Better Pizza," said Jim Ensign, vice president of marketing for Papa John's. "Giving one lucky fan a chance to win \$25,000 at the Papajohns.com Bowl is a small gesture of appreciation to all of our customers for 25 outstanding years of business, and it adds even more flair to what promises to be a terrific bowl game during the holiday season."

To register for Papa John's Kick 4 Cash, football fans can text the number 25 to 4PAPA (47272) in advance of the game. On the day of the game, all registered wannabe kickers can warm-up in the Pep Rally area outside the stadium before potentially taking the field at the Kick 4 Cash.

One amateur kicker will be notified at the conclusion of the first quarter via text to attempt the Kick 4 Cash. All those that weren't able to participate but still registered will receive a special offer good through the end of the year.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine

(R&I) with the 2008 Silver 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.

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