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UK Coach John Calipari Social Network Offered Shot at Coach Cal 3-Pointer at Papajohns.com

The Coach Cal 3-Pointer - a large up to three topping pizza for only \$10, with \$1 going to Coach Calipari's Family Foundation for Children; Online only using promo code CHCAL at papajohns.com

LOUISVILLE, Ky., Aug 04, 2009 (BUSINESS WIRE) -- The more than half-million Twitter and Facebook followers and CoachCal.com members of University of Kentucky basketball coach, John Calipari, have gained access into the life of one of college basketball's hottest coaches. Now, they'll also gain access to a great deal from Papa John's: The Coach Cal 3-Pointer - a large up to three topping pizza for only \$10, with \$1 going to the Coach Calipari Family Foundation for Children, benefiting the Kentucky Children's Hospital.

The Coach Cal 3-Pointer is good online only at www.papajohns.com using promo code CHCAL. The offer will be primarily publicized through both Calipari's and Papa John's Twitter and Facebook pages.

"Coach Cal has a tremendous following on his Twitter and Facebook pages with more than 500,000 fans combined," said Jude Thompson, Papa John's president and chief operating officer. "We view this as an opportunity to align Papa John's with one of the hottest coaches in college basketball and strengthen our already strong ties to the University of Kentucky, all the while leveraging his strong following to support a very worthy cause - the Calipari Family Foundation for Children."

The Calipari Family Foundation for Children is dedicated to the betterment of the lives of underprivileged children. All proceeds from the promotion will benefit Kentucky Children's Hospital.

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 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. For more about UK Coach John Calipari, visit www.CoachCal.com.

SOURCE: Papa John's International, Inc.

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