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Se Habla Espanol -- Papa John's Introduces Online Ordering in Spanish

LOUISVILLE, Ky.--(BUSINESS WIRE)--Oct. 4, 2006--Papa John's (NASDAQ: PZZA) has extended the borders of its popular online ordering site - www.papajohns.com - to better serve the fast growing population of Hispanic consumers. By clicking on a simple "En Espanol" icon at Papa John's website, Spanish-speaking consumers now have available at their fingertips all services previously available only in English, including the Papa John's online menu, restaurant locator, and nutritional information.

According to eMarketer, there are 16.7 million Hispanic internet users in the United States, and that number is expected to reach 20.9 million by 2010. In addition, a survey conducted by Feedback Research last year revealed that 69 percent of the Spanish-speaking population who shop online prefers to do so on Spanish language sites.

"Papa John's has proven to be a technology leader in the pizza industry as the only national pizza chain to offer online ordering for all of its restaurants," said Javier Souto, Papa John's regional marketing director. "And now we are pleased to offer that service to our many Spanish-speaking customers who love Papa John's pizza."

Earlier this year, Papa John's introduced 24/7 online ordering, allowing customers to easily plan their meals in advance, up to 21 days before their desired delivery or pick-up. Papa John's also makes it easy for online customers to remember their family's favorite meal with a "Repeat Last Order" option. In 2005, Papa John's online orders grew by 50 percent from the year before and that number continues to grow in 2006, including in Spanish-speaking areas of the country.

"This is just one step in our plan to better serve our Spanish-speaking customers," commented Souto. "This important part of our customer base will continue to grow and we want to do everything possible to make sure our 'Better Ingredients, Better Pizza' is readily available to them."

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For seven years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's