



November 3, 2005

Papa John's and Blockbuster Take Dinner and a Movie Online; Offer free 30-day trial of BLOCKBUSTER Online(R) with online pizza purchase at papajohns.com

LOUISVILLE, Ky., Nov 03, 2005 (BUSINESS WIRE) -- "Better Ingredients, Better Pizza" . . . and now Better Movies! Papa John's International, Inc. (NASDAQ: PZZA) and BLOCKBUSTER Online have teamed up with a special offer for pizza and movie lovers. For a limited time, customers ordering a Papa John's pizza, sides or drinks at papajohns.com will receive a promotional code for a free 30-day trial of BLOCKBUSTER Online. Known as The Movie Store At Your Door®, BLOCKBUSTER Online allows customers to select and rent DVDs online - with the convenient benefits of mailbox delivery, free shipping and a selection of more than 40,000 titles from which to choose.

"Nothing goes together better than pizza and movies," said Papa John's president and CEO, Nigel Travis. "We're offering consumers the ability to order both food and entertainment without ever leaving the comfort of their home. Customers expect that convenience today - Papa John's and Blockbuster are both pleased to deliver on that expectation."

Papa John's is the only national pizza chain with online ordering available from all of its restaurants. Papa John's recently added two new online features making its online ordering system even better. One feature allows online customers to repeat their last order with one keystroke. Another recently added feature allows "plan ahead ordering," so that customers can order days or even weeks in advance and have their hot Papa John's pizzas and sides delivered on the day and time they want.

The 30-day free trial of BLOCKBUSTER Online (with purchase of a Papa John's pizza online) provides users with unlimited DVD rentals (up to three at a time), free shipping both ways, no return dates and no late fees. In addition, each month that subscribers continue their membership, they will receive coupons for two free in-store movie rentals for those "gotta-have-it-now" rentals. Full membership details are online at www.blockbuster.com.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's #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.

About Blockbuster Inc.

Blockbuster Inc. is a leading global provider of in-home movie and game entertainment with more than 9,000 stores throughout the Americas, Europe, Asia and Australia. Considered The Movie Store At Your Door, BLOCKBUSTER Online provides an online DVD rental service for in-home delivery, with the added benefit of two free in-store rental coupons each month. The company may be accessed worldwide at blockbuster.com.

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.
Tish Muldoon, 502-261-4987
or
Blockbuster Inc.
Jerianne Thomas, 214-854-3190