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Papa John's Celebrates Tournament Time with a Free Pizza Offer for Its Loyal Customers

John Calipari and Jim Nantz star in a national commercial with Papa John to announce the free pizza offer

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's is celebrating the return of Tournament Time with a slam-dunk offer for a free pizza. Simply place an order for \$11 or more at papajohns.com, and your next pizza is on us. The promotion will tip-off today with a national television commercial featuring Papa John's Founder, John Schnatter, with John Calipari, head coach of the defending national champion Kentucky Wildcats, and veteran sportscaster, Jim Nantz.



Now through April 8, go to papajohns.com, enter the promo code HOOPS, and place an order for \$11 or more, excluding taxes and delivery fees where applicable, to earn a free large pizza with up to three toppings on a future order. The free pizza must be redeemed by April 28. Visit papajohns.com for more details.

"This is an exciting time of year for every basketball fan and we are pleased to add to the excitement by offering a free pizza to our loyal customers," said Andrew Varga, Papa John's chief marketing officer. "No matter how your team fares on the court, you'll be a winner with this great offer."

The commercial touting the free pizza promotion features the return of Nantz, who most recently appeared with Schnatter and Peyton Manning in Papa John's Super Bowl commercial, and Calipari, who has been a long-time partner of Papa John's.

John Schnatter, center, Papa John's Founder, Chairman and CEO, stars in the company's national television commercial promoting its free pizza offer with John Calipari, right, head coach of the defending national champion Kentucky Wildcats, and veteran sportscaster Jim Nantz. Photo: Business Wire

"Our partnerships with Jim Nantz and John Calipari have helped Papa John's build great rapport with sports fans," said Varga. "There are no better spokespeople, especially this

time of year, than Jim and John, who are so closely associated with college basketball."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 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 also earned the 2012 Harris Poll EquiTrend® Pizza Brand of the Year. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130320006021/en/>

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