



December 10, 2008

## **Papa John's Pizza + Holiday Parties = Business Education for Kids**

### **Partnership Offers Food for Crowds with a Slice to Benefit Junior Achievement**

LOUISVILLE, Ky., Dec 10, 2008 (BUSINESS WIRE) -- Papa John's International, Inc. (NASDAQ: PZZA) and Junior Achievement (JA) will deliver something a little extra with large orders this holiday season. Now, customers placing pizza orders at [www.papajohns.com](http://www.papajohns.com) will have the opportunity to raise funds for JA by selecting a catering offer that feeds 16 people and gives \$8 to local JA chapters. The offer includes: 4 Large, 1-Topping pizzas, two orders of breadsticks and four 2-Liters for \$69.99.

The catering offer, accessible on the website "eDeals" section, is a fast and easy way to order online for business lunches and holiday gatherings. To get started, please visit [www.papajohns.com](http://www.papajohns.com); click "order online" at the top of the page; log in or create a new account and then select the JA catering coupon at the top of the menu.

"Papa John's thinks that the holiday season is a great time to focus on feeding large crowds and helping JA raise funds," said Mark Olive, vice president of field marketing for Papa John's. "Our restaurants have raised nearly \$650,000 this year to benefit students right in their hometowns. We think that the addition of the \$8 donation with the JA catering offer will help us end the year with a bang."

Jack Kosakowski, president of Junior Achievement USA, added, "It's a busy time of year and many people are holiday shopping and getting together with friends and family. Ordering Papa John's pizza online using the coupon to benefit Junior Achievement is a quick and convenient way to support our work readiness, entrepreneurship and financial literacy programs.

Through the relationship with Papa John's, JA students can "job shadow" and experience first-hand what it is like to own and run a Papa John's restaurant. In addition, Papa John's team members go into the classroom and teach JA classes at schools in their communities.

#### About Junior Achievement® (JA)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 138 individual area operations reach more than four million students in the United States, with an additional five million students served by operations in 120 other countries worldwide. For more information, visit [www.ja.org](http://www.ja.org).

#### About Papa John's International, Inc.

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](http://www.papajohns.com).

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.  
Tish Muldoon, 502-261-4987  
Director, Public Relations