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Papa John's(R) Offers Customers a Free BlackBerry* 7100g(TM) (after rebate) With Their Pizza

The leader in quality pizza partners with the leader in wireless handheld devices to offer consumers an outstanding deal

LOUISVILLE, Ky., Jul 11, 2005 (BUSINESS WIRE) -- Papa John's International, Inc. (Nasdaq: PZZA) today announced a limited time promotion offering a free* BlackBerry 7100g wireless handheld to customers ordering online at www.papajohns.com.

To take advantage of the offer, customers must order online via www.papajohns.com and add to their pizza order two 20-oz. beverages and choice of any delicious side item, including Papa's Wings, Papa's ChickenStrips, cheesesticks or breadsticks. Customers who then commit to a *new two-year voice and data service agreement will receive their free* (after \$150 rebate) BlackBerry 7100g wireless handheld, a \$349.99 retail value. Complete details about the offer are available at www.papajohns.com.

"A superior-quality pizza in every mouth and a versatile communications tool in every hand," stated Papa John's President and CEO, Nigel Travis. "As the only national pizza company providing customers the convenience of nationwide online ordering, we are pleased to now also offer our customers the convenience of a cell phone, email, text messaging, web browsing and personal organizer - all in one handy, portable device."

"PageMaster Corporation is excited to represent BlackBerry in offering this promotion through such an innovative brand as Papa John's," said PageMaster Corporation CEO, Marc Resnick. "We are thrilled to be able to support Papa John's in its continuous efforts to offer convenience and value to its customers."

The BlackBerry 7100g is a wireless handheld communications device, featuring all popular BlackBerry applications including mobile phone, email, text messaging, personal organizer and web browsing. The BlackBerry 7100G incorporates a large, high-resolution color screen, integrated speakerphone, Bluetooth® support, 32MB flash memory, 4 MB SRAM and polyphonic ring tone support.

About Papa John's:

Celebrating its 21st anniversary, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce (not concentrate) made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella, and other high quality toppings.

At June 26, 2005, there were 2,875 Papa John's restaurants (571 company-owned and 2,304 franchised) operating in 49 states and 19 countries. Papa John's also franchises 114 Perfect Pizza restaurants in the United Kingdom. For six years running (1999 - 2005), 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 PageMaster Corporation:

PageMaster Corporation, headquartered in Thousand Oaks, California, is a promotion marketing firm which specializes in the development and execution of consumer-targeted promotions and promotional partnerships utilizing wireless messaging products and services. Contact information: Marc Resnick (805) 371-0575.

SOURCE: Papa John's International, Inc.

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