



February 24, 2014

Papa John's Selects Grey as Its National Advertising Agency of Record

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the world's third largest pizza delivery company, has selected Grey as its new national advertising agency of record. Grey is charged with evolving and freshening Papa John's TV creative and all campaign communication elements, and integrating digital advertising and social media.

"Papa John's has a lot of momentum right now throughout the world," said Tony Thompson, Papa John's president and chief operations officer. "We are confident Grey will help us capitalize on that momentum by leveraging our quality leadership position to achieve our next phase of growth."

"Everyone was very impressed with the Grey team and their in-depth understanding of our brand and the QSR pizza category," said Bob Kraut, Papa John's chief marketing officer. "Grey provided keen insights and strategy, which, combined with excellent creative, will help take the Papa John's brand to the next level. We're looking forward to working closely with them and welcome them to the Papa John's team."

Other notable clients of Grey, which recently was named agency of the year by *Advertising Age* magazine and *Ad Week* magazine, include the NFL, Cannon, and DirecTV.

"We are excited to be working with the pizza category's leader in quality and customer satisfaction, and savor the challenge of elevating an already successful brand," said Michael Houston, Grey's CEO North America. "Expectations are very high, but we are confident that with our strategic and creative expertise we will be able to help Papa John's achieve its next level of growth like we've done for a long list of clients."

Papa John's announced last November that it had initiated an agency review following several months of evaluation of the brand's advertising needs. Grey was selected from approximately 20 agencies that participated in the initial RFP process.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, on Twitter at <http://twitter.com/PapaJohns>.

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Source: Papa John's

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