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Papa John's Partners with H&R Block to Offer a 1040 e-Filers Will Love to Redeem

Papa John's provides "e-card" worth \$10.40 to customers who log on to Papajohns.com and file their taxes via H&R Block's TaxCut Online programs

LOUISVILLE, Ky., Mar 19, 2007 (BUSINESS WIRE) -- For all the "pro-crust-inators" - pizza lovers who have waited until the last minute to file their taxes - Papa John's International, Inc. (NASDAQ:PZZA) has partnered with H&R Block to give taxpayers a "1040" tax break they'll be sure to redeem.

During this stress-filled, "taxing" period, Papa John's customers who follow the links on www.papajohns.com to file their taxes using H&R Block's TaxCut Online programs will receive a complimentary electronic Papa John's gift card worth \$10.40.

"Filing taxes online and ordering pizza online have a lot in common as they both take care of business right on-screen," said Jim Ensign, vice president of marketing communications for Papa John's International, Inc. "In fact, according to our friends at H&R Block, 20 million consumers filed electronically from their home computers last year and even more are expected to file their taxes online in 2007. In anticipation, Papa John's is inviting customers to fill out their 1040 - and fill up on ours. Consider it an online filing that provides an immediate return."

Last year, Papa John's came to the rescue of more than 30,000 time-crunched taxpayers online in the week leading up to Tax Day. Ordering pizza online has become the latest online convenience to go mainstream. Since being introduced in 2001, online orders at www.papajohns.com have grown by more than 50 percent each year.

Papa John's is the only national pizza chain to offer online ordering at all of its US restaurants. In 2006, Papa John's launched 24/7 online ordering, giving customers the opportunity to place orders up to 21 days in advance. The site also features a "repeat last order" function, allowing customers to enter their last Papa John's order with just a few keystrokes.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ:PZZA) is the world's third largest pizza company. For seven years running, consumers have rated Papa John's no. 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.

SOURCE: Papa John's International, Inc.

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