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What's Next? the Answer is More Free Papa John's Pizza ... If You Correctly 'Call' the Coin Toss for Super Bowl XLVII

Papa John's enhances Super Bowl promotion by allowing consumers to call the coin toss individually

NFL legend Archie Manning joins son Peyton Manning urging America to vote 'heads' or 'tails' at papajohns.com or via Facebook

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Last year, millions of Papa John's Papa Rewards loyalty program members flipped over winning a free large Papa John's pizza when by popular vote they correctly called the coin toss for Super Bowl XLVI.



Louisville, Ky., Jan. 21, 2013 - What's Next? Papa John's Super Bowl XLVII Coin Toss Experience and more free pizza. Denver Broncos quarterback Peyton Manning and sports commentator Jim Nantz, who will broadcast Super Bowl XLVII, flank Papa John's founder, Chairman and CEO John Schnatter in an image promoting "Papa John's Super Bowl XLVII Coin Toss Experience." The promotion offers a free large Papa John's pizza to anyone who correctly calls the coin toss for the Super Bowl at www.papajohns.com, or Papa John's Facebook page. Fans can vote through 11:59 p.m. PST, Feb. 2. (Photo: Business Wire)

brand gave away 2 million large pizzas — double the number Papa John's gave away during the NFL's 2011 regular season. Momentum built in October when customers were offered a free pizza after making a purchase in celebration of Manning becoming a Papa John's franchisee, and later when Schnatter and Manning announced "18-Point Sundays," offering a large pizza to Papa Rewards members for only 18 points (Manning's number) rather than the customary 25 points. By season's end, the duo upped the ante even further, offering a large pizza for Papa Rewards members for just 7 points.

At the end of a national television commercial supporting the 2 Million Pizza Giveaway, Manning teased Schnatter with, "Wait 'til you see what's next."

"What's next? First it was Peyton becoming a Papa John's franchisee in Denver, and now it's opening Papa John's Super Bowl XLVII Coin Toss Experience to the individual call of everyone in America," Schnatter said. "I'm confident our promotion is going to add excitement to the Super Bowl, reward Papa John's customers, and provide a lot of positive buzz for our brand."

The Official Pizza Sponsor of the NFL and Super Bowl XLVII today announced details of *Papa John's Super Bowl XLVII Coin Toss Experience*, including a new twist: each fan will vote "heads" or "tails" as individuals at www.papajohns.com or at the brand's Facebook page, ensuring a free large one-topping pizza for those who correctly call the Super Bowl coin toss.

"Unlike last year when everyone who voted was cheering for 'heads,' this time people tuning in will be cheering for either 'heads' or 'tails,' depending on how they called the coin toss individually," said Denver Broncos quarterback Peyton Manning, who unveiled the promotion in a television commercial that debuted Sunday with Papa John's Founder, Chairman and CEO John Schnatter and sports commentator Jim Nantz, who will call Super Bowl XLVII. "This should make it even more fun, and it guarantees that Papa John's will give away more pizzas."

Papa John's Super Bowl XLVII Coin Toss Experience is the crescendo of a season-long engagement with NFL fans during which the

Peyton's father and NFL legend Archie Manning, who resides in Super Bowl XLVII host city New Orleans, is joining in on the fun, serving as Papa John's spokesperson.

"It's indisputable that the coin toss is the first edge-of-your-seat moment of the Super Bowl, so having millions of free Papa John's pizzas up for grabs makes it even more fun for fans," Archie Manning said.

Occurring between the singing of the National Anthem and kickoff, the Super Bowl coin toss has quite a history. Last year, the NFC's incredible 14-year Super Bowl coin toss winning streak (Super Bowl XXXII — Super Bowl XLV) ended when the New York Giants called "tails," but it landed on "heads" to the delight of millions of Papa Rewards members. Some additional interesting Super Bowl coin toss statistics:

- In 46 Super Bowls, heads has been called 23 times and tails 23
- 25 of the 46 tosses have come up heads, and 21 tails
- The NFC has 25 Super Bowl wins, with a dominating 31 coin toss wins
- The AFC has 21 Super Bowl wins, compared to only 15 coin toss wins

Consumers can call "heads" or "tails" for the Super Bowl XLVII coin toss through 11:59 p.m. PST, Saturday, Feb. 2, the night before the game, at papajohns.com or Papa John's Facebook page. Americans who correctly call the coin toss will receive an email Monday, Feb. 4 with instructions on how to claim their pizza. As a bonus, just for voting, fans will get an offer for 35 percent off their next pizza at papajohns.com through February 2.

Papa John's will remind fans about its Super Bowl XLVII Coin Toss Experience now and up to game day via an integrated marketing campaign that includes a national television commercial featuring Peyton Manning and Jim Nantz, digital media advertising, social media (#headsorails), print advertising and more.

The Super Bowl is not only the largest stage in all of sports, it's also the biggest sales day of the year for Papa John's, which in addition to being the Official Pizza of the NFL and Super Bowl, also is the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Denver Broncos, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

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.

NO PURCHASE NECESSARY. ONLY LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 13 AND OLDER MAY BE ELIGIBLE TO RECEIVE A PRIZE. VOID WHERE PROHIBITED. Voting takes place from 1/20/13 to 2/2/13. For Official Rules, visit www.papajohns.com.

For broadcast- and print-ready video, photos and logos, visit: <http://papajohns.centralcast.net>

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130121005181/en/>

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