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Papa John's, Tony Dungy Search for "All Pro Papa" on Twitter, Winner to Receive Free Pizza for a Year

\$1 Of All Papa John's Gift Cards Purchased Online in June Will Be Donated to Dungy's Charity, All Pro Dad

LOUISVILLE, Ky., Jun 03, 2010 (BUSINESS WIRE) -- Can you sum up your dad's character in 140 characters or less? Give it a shot on Twitter -- using the hashtag #AllProPapa -- and your All Pro Papa could win a year of free [Papa John's](#) pizza!

This Father's Day, [Papa John's](#) is teaming up with Super Bowl XLI winning head coach Tony Dungy and his charity, All Pro Dad, to recognize fathers for being heroes in their own homes.

"All Pro Dad's daily 'Play of the Day' e-mails emphasize that it's the little things that make a big difference in a home, whether it's having breakfast together, discussing the day's events before bedtime, or building a rapport with your child's teacher," said Dungy. "Twitter provides the perfect venue for people to describe the simple acts or family traditions that make their dad an All Pro Papa."

To be eligible for the grand prize of free Papa John's pizza for a year, entries must include the hashtag #AllProPapa. Papa John's and All Pro Dad executives will determine the winner, judging submissions on creativity and love for dads conveyed in 140 characters or less.

In addition to the Twitter contest, \$1 of every Papa John's gift card purchased online during the month of June, up to \$30,000, will be donated to All Pro Dad, a national, non-profit organization dedicated to helping men become better fathers.

Behind Christmas, Father's Day is the second-highest day for Papa John's gift card sales, as research reflects that fathers prefer experiential gifts such as meals or entertainment. This year marks the first time Papa John's is offering digital gift cards, making Father's Day gifting easier than ever for procrastinators or out-of-town sons and daughters. Cards can be ordered at www.papajohns.com/papacard.

About All Pro Dad

Based in Tampa, Fla., and co-founded by Tony Dungy, All Pro Dad is Family First's innovative program helping men to become better fathers. All Pro Dad has 54 NFL spokesmen, multiple events with NFL teams, over 1,000 All Pro Dad's Day chapters, and Play of the Day daily emails that reach over 40,000 fathers nationwide. For more information visit: www.AllProDad.com.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 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 was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold 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.

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.

Tish Muldoon, 502-261-4987
Senior Director, Corporate Communications
tish_muldoon@papajohns.com

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