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Papa John's Expands Online Leadership with Free Pizza to Facebook Users

"Fans" of Papa John's on the social networking site will receive a free medium pizza with any online pizza order
LOUISVILLE, Ky., Nov 17, 2008 (BUSINESS WIRE) -- As the first national pizza chain to offer online and text message ordering, Papa John's continues to explore the digital frontier for ways to make ordering a pizza more convenient and enticing than ever before. This time around, Papa John's is looking to Facebook -- the wildly popular social networking site that boasts more than 120 million active users worldwide -- and giving free pizzas to their most technology savvy brand ambassadors.

Beginning Monday, Nov. 17 -- just ahead of Thanksgiving Eve, consistently one of the three busiest nights in the pizza industry -- any Facebook user who becomes a "fan" of the official Papa John's page will receive an online redemption code for a free medium pizza with any online pizza order.

"For our customers who already love Papa John's, a free pizza is simply our way of saying thank you for their loyalty," said Jim Ensign, Papa John's vice president, marketing communications. "And for those people who aren't as familiar with Papa John's and our belief that better ingredients make a better pizza, we invite them to see -- and taste -- the difference with this special offer."

In addition to offering a free pizza to its new fans, Papa John's will provide the same offer to the more than 10,000 Facebook users who are already fans of the brand. And while the free medium pizza with any online pizza order can only be redeemed once, Papa John's Facebook fans should expect to receive regular exclusive offers. The Facebook offer is available only in the US.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver 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.

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