



February 11, 2010

Share the Love This Valentine's Day with Papa John's Heart-Shaped Pizzas

One-Topping Heart-Shaped Pizza and Cinnapie for only \$14.99 February 11-14 at www.papajohns.com

LOUISVILLE, Ky., Feb 11, 2010 (BUSINESS WIRE) -- Love is in the air. What's that other aroma? It's pizza -- heart-shaped pizza, that is, from Papa John's.

From Thursday, Feb. 11 through Sunday, Feb. 14, Papa John's is offering a one-topping heart-shaped pizza on thin crust and a Cinnapie for only \$14.99, or two heart-shaped thin crust pizzas with one topping for only \$19.99.

With Valentine's Day falling on a Sunday this year, many couples are expected to dine out the Friday or Saturday night before and spend the holiday at home. That's where Papa John's heart-shaped pizzas can help sweethearts, as well as families, celebrate.

"Valentine's Day is the perfect opportunity to spend time with the ones you love, while enjoying one of America's favorite foods - pizza," said Andrew Varga, Papa John's chief marketing officer. "Our heart-shaped pizza started as a local promotion and so many customers asked for it, it has now grown into a national offering."

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. 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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