



November 3, 2008

America's Choice . . . Papa John's Pizza!

Pizza chain offers online pizza special to hungry voters and

campaign supporters

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 3, 2008--Voting for candidates during tomorrow's election won't be the last decision many Americans will make on Tuesday. The other? Deciding what Papa John's pizza to enjoy while watching the results roll in.

The world's third-largest pizza chain is offering an election deal today and tomorrow of a large pizza with up to three toppings for only \$11.04, available only online at www.papajohns.com.

After selling more than 1 million pizzas on Halloween, Papa John's expects America's taste buds to be satisfied again by pizza on Election Night. Election-mania has created an appetite across the country and pizza is the ultimate food to satisfy those hunger pains, among the candidates, their staffers and voters.

"While the country is captivated by the election returns, experience shows Americans will continue to choose our better-tasting pizza," said Jim Ensign, vice president of marketing communications for Papa John's International, Inc. "With our commitment to use superior-quality ingredients, the finest selection of sides, and the convenient call, click or text ways to order, there really is no wrong choice when ordering from Papa John's!"

At issue on Election Night:

- Do I get Papa John's hand-tossed, thin or pan crust?
- Sausage and onion or pepperoni and green peppers?
- Spicy buffalo wings or mild chipotle barbeque?

The choice is yours, America!

"This only happens once every four years that two huge pizza nights fall just a few days apart - Halloween and Election Night - and we want our customers to know that Papa John's is ready," said Bill Van Epps, Papa John's president, USA.

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.

CONTACT: Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Director, Community & Public Relations

SOURCE: Papa John's International, Inc.