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Papa John's Smashes Guinness World Records™ Title for Most People Tossing Pizza Dough

LONDON--(BUSINESS WIRE)-- Central London was covered in flour and dough earlier today as Papa John's staff broke a GUINNESS WORLD RECORDS™ title to celebrate the launch of the pizza chain's 300th store in the UK.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150626005833/en/>



Papa John's employees get stuck in tossing pizza dough as they officially break the GUINNESS WORLD RECORD for the most number of people tossing pizza dough at once. (Photo: Business Wire)

Natalie, who signaled the start of the attempt said: "What a fantastic GUINNESS WORLD RECORDS title! I'm so excited to have played a part in getting everyone motivated and teaching some dance moves. It was a lot of fun."

Today's event kicked off at 8:00am this morning when Papa John's employees and volunteers began arriving to take up their spot for the record bid.

338 participants completed the challenge and broke the previous GUINNESS WORLD RECORDS title of 278 people achieved by Istituto Nazionale della Pizza, in September 2014, in Naples, Italy.

GUINNESS WORLD RECORDS™ adjudicator Justine Tommey, was on hand to oversee the successful record attempt.

Justine said: "In order for this record to be broken, the attempt must take place in a single location and participants must toss

Lead by Papa John's Founder and CEO, John Schnatter, an army of record-breakers descended on London's Potters Field Park, beside Tower Bridge, with the aim of setting a new GUINNESS WORLD RECORDS™ title for the most people tossing pizza dough simultaneously.

John Schnatter said: "Today has been a fantastic way to showcase the passion we have at Papa John's for pizza and to demonstrate how much skill goes into making pizzas. I am delighted that we have broken the record today - a great way to begin our 300th store opening celebrations in Wimbledon tomorrow."

"Our staff have worked incredibly hard today and it is testament to their dedication to the craft of pizza making that we have smashed the GUINNESS WORLD RECORDS™ today."

Strictly Come Dancing professional, Natalie Lowe, also took to the stage and played her part in achieving the record by motivating all of the participants with some Fit Steps and classic dance steps, such as Salsa and Jive.

their portion of pizza dough for a minimum of one minute. At the end of the attempt, each portion must measure at least 30.5cm in diameter.

"It was a fantastic effort and achievement by everyone involved. I congratulate them all on their GUINNESS WORLD RECORDS™ success!" she added.

The official opening of the pizza giant's 300th UK store will take place in Wimbledon tomorrow afternoon, with Papa John himself making a special visit and personally handing out pizzas.

Papa John's was founded in the USA in 1984 and there are now almost 300 stores across the UK, each fulfilling John's 'Better Ingredients. Better Pizza' philosophy. Papa John's has more than 4,600 stores in 37 countries.

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About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 13 of the past 15 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLIX. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

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