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Papa John's Offers 1,000,000 Pizzas for the 'Perfect Bracket' on SportingNews.com

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If one person wins, everybody wins! Pizza prize to be divided among the online entrants if any fan correctly predicts all 63 games

America's favorite office pool is about to begin, and this year you can win more than just bragging rights among your buddies.

You can win free pizza from Papa John's! And not just for yourself, but for up to 1,000,000 fans by entering "The Papa John's Perfect Bracket Challenge" at SportingNews.com.

As the official sponsor of SportingNews.com's bracket page, Papa John's is offering 1,000,000 large Papa's Perfect Pan pepperoni pizzas for a "perfect bracket," a prize that will be divided up evenly among all eligible fans who enter their bracket picks at the SportingNews.com.

Registration is free and will begin immediately after the seeding is announced Sunday, March 12, and continue until five minutes before tip-off of the first game on Thursday, March 16. Complete rules are available at SportingNews.com. More than 100,000 fans are expected to participate in this year's challenge.

"Filling out a bracket is part of the American culture during tourney time," said Bill Van Epps, Papa's John's chief operations officer. "And completing a perfect bracket is the crowning achievement for any sports fan. To make the accomplishment even more significant, we want all fans to be rooting for perfection and to share in the thrill of potentially splitting one million pizzas!"

Even if the perfect bracket is not achieved, the entrant with the highest points total will receive a year of free pizza and a lifetime subscription to Sporting News magazine. And just for registering, all entrants will receive a redemption code from Papa John's good for a FREE large one topping pizza with the purchase of an extra large specialty pizza at regular menu price at www.papajohns.com.

"We are excited to be partnering with Papa John's in this year's bracket contest," said Jason Kint, vp, general manager of SportingNews.com. "Nothing goes better with hoops than pizza. This added incentive of free pizza should have every sports fan in America searching through the insider information from our Sporting News experts to assemble the perfect bracket."

Millions of basketball fans, from the novice to the avid, complete brackets each year at tournament time. Giving away one million large Papa's Perfect Pan pepperoni pizzas has roughly a \$15 million retail value. That's a lot of dough.

Once registered at papajohns.com, fans can begin experiencing all the conveniences of ordering pizza online. Fans can log on to www.papajohns.com and follow the online ordering menu to place their order in advance of tourney games. Place an order - including all the pizzas, wings, breadsticks, sodas and other sides the party needs - and indicate a time of delivery. It's that simple.

The popular fan favorite is certainly Papa's Perfect Pan. Featuring a thick buttery-tasting crust made with olive oil, and a new zesty robusto pizza sauce with chunks of tomato and flavored with garlic, Italian herbs and spices, Papa's Perfect Pan is square and deep so customers can pile on loads of their favorite "better ingredients" from Papa John's.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR chains in the highly regarded

American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

About Sporting News

Sporting News is a multi-media sports company with a weekly magazine, radio network (Sporting News Radio), radio stations (New York-WSNR, Boston-WWZN, Los Angeles-KMPC), and website (SportingNews.com). The company's magazine and website lead their fields for audience engagement, and the books division is the country's leading sports specialty book publisher. Sporting News information and entertainment is available on mobile devices and iTV applications. Sporting News was selected as one of the nation's top 10 magazines by Adweek for both 2004 and 2005, and is the nation's original sports publication, having debuted in 1886, earning the credibility inherent in its slogan "The Experts' Choice."

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