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Hoops and Papa John's Announce Multi-Year Concession and Sponsorship Agreement

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 4, 2006--Hoops and Papa John's (Nasdaq: PZZA) today announced they are teaming up with a multi-year concession and sponsorship arrangement, beginning with Hoops' first location in Louisville, Ky. and extending to future Hoops locations across the United States.

Under the agreement, Papa John's will open its nearly 3,000th worldwide restaurant within the Louisville Hoops to serve the projected 200,000+ athletes, spectators and other guests expected to visit Hoops annually. The Louisville Hoops facility, expected to open in Jan. 2006, will include a 3,500 square foot cafe featuring Papa John's traditional menu along with breakfast and other cafe offerings including salads, sandwiches, and other ballgame concessions.

Fans will be able to order by the slice or whole pies. Hand held buzzers, scanner technology, and concession carts will make it easy for fans to enjoy their pizza and game too! Additionally, the Hoops Papa John's location will be open to the public for breakfast and lunch.

Papa John's brings Coca-Cola as a teammate for this all-star lineup at Hoops. The agreement also allows for web-based and e-mail co-marketing efforts promoting Papa John's to Hoops on-line customers, and community and on-site distribution of Papa John's coupons and promotional items.

"We are pleased to partner with Hoops and to offer Papa John's products in this world-class facility," commented Papa John's vice president, Dennis Gerstner. "With the number of athletes and fans expected to visit Hoops annually, and with our corporate headquarters right across the street, this partnership makes a lot of sense for us."

Barry McRoberts, one of the seven investors of Hoops said, "Our desire is to be the premiere basketball facility delivering the best experience for our athletes, and fans. We're extremely excited to partner with Papa John's. It allows us to deliver the quality that represents the best of class in both pizza and basketball."

About Papa John's:

Headquartered in Louisville, Ky., Papa John's is the world's third largest pizza company with nearly 3,000 restaurants operating in 49 states and 25 countries. For seven 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 Hoops:

Hoops, located off I-64 & Blankenbaker Lane in Louisville, Kentucky, was founded by seven fathers whose kids participate in various basketball youth leagues. They desired to provide a state of the art basketball facility and take the love of the game of basketball to a whole new level. Hoops offers six hardwood courts that utilize the same flooring system (the Connor "Uniforce" Floor) used in the men's and women's NCAA Final Four championships as well as 14 NBA teams. Other amenities at Hoops include six sky boxes, sports-specific performance training, a video arcade, Shively Sporting Goods and East End Sports Cards. Hoops is now taking reservations for leagues, tournaments, and clinics for all ages, and skill levels, from youth to the professional athlete. Visit www.wherethegameis.com for more information.

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SOURCE: Papa John's