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## **Pie in the Sky! Founder of Papa John's to Set a World Record by Delivering Pizzas at 1,300 Feet**

### **Pizza Icon and Local Delivery Driver Steve Walker Reach New Heights at Willis Tower (Formerly Sears Tower) on National Road Trip in Search of Original '72 Camaro**

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jul. 21, 2009-- Papa John himself, John Schnatter, made a promise that he would search high and low to find his 1972 Z28 Camaro during his summer Road Trip. On Wednesday, in Chicago, he'll have the "high" part of that promise covered.

As the seventh stop of the multi-city tour, Papa's Road Trip will roll into the Windy City as Schnatter attempts to set a world record for the world's highest pizza delivery at more than 1,300 feet. Schnatter will deliver more than 100 slices of pizza to the Ledge at the Skydeck Chicago.

Earlier this summer, Schnatter set out on a cross-country "Road Trip" in a replica of the Z28 he sold in 1984 to open his first Papa John's restaurant in the back of his father's tavern. The Papa John's founder is offering a \$250,000 finder's fee to the person who locates his original Camaro.

"As part of our 25<sup>th</sup> anniversary celebration, when I embarked on this road trip, I promised everyone that I'd leave no stone unturned as I searched for my Camaro. It meant a lot to me," said Schnatter. "There's no better view than the Skydeck Chicago, so if the car is out there, I have a good shot at seeing it. By the way, I'll have binoculars to help."

Resting 103 stories above ground, the Ledge is a series of glass bays that extend just more than 4-feet outward from the Skydeck and offers a straight look down.

"Willis Tower has always been one of our country's most iconic landmarks," said Randy Stancik, general manager, Skydeck Chicago. "That tradition continues as we welcome Papa John's world record attempt to our Skydeck."

Schnatter will be joined on this special delivery by Steve Walker. Walker, a Papa John's delivery driver, was beaten and carjacked in suburban Chicago while working last month. Neighbors rallied together and raised \$16,000 to replace his car that was crashed and burned by the carjackers. Walker, a 19-year Papa John's team member, recently used the money to purchase a 2009 Kia Spectra.

In addition to the Skydeck delivery, Schnatter will make several special stops throughout the day, including surprise deliveries to unsuspecting customers in the Chicago area.

"Papa's Road Trip" and the search for the Camaro is being chronicled by two intern sidekicks who have and will continue to log Schnatter's road trip adventures online at [www.papasroadtrip.com](http://www.papasroadtrip.com) via an array of photos, videos, blogs, tweets and rules for the contest. Also at [www.papasroadtrip.com](http://www.papasroadtrip.com), Schnatter and the sidekicks continue to release new information about the original '72 Z28 Camaro in the hopes that someone will reveal the car's whereabouts. The \$250,000 will be paid one-time only and must include title to the car.

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 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](http://www.papajohns.com).

Source: Papa John's International, Inc.

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