



March 7, 2006

## **At Papa John's, We Got the Meats... Meats on Pan That Is!!**

LOUISVILLE, Ky., Mar 07, 2006 (BUSINESS WIRE) -- Papa John's International, Inc. (Nasdaq: PZZA) today announced its latest specialty pizza promotion of 2006, offering customers a large Papa's Perfect Pan Meats pizza for only \$12.99. The buttery flavored crust and robust sauce of Papa John's new Perfect Pan is the perfect base for "The Meats" - pepperoni, sausage, ham, and bacon. The offer is valid through March 26.

"We are very excited to offer Meats on Pan at a special price," commented Bill Van Epps, Papa John's Chief Operations Officer. "This delicious pizza offers our customers a chance to combine their love of Papa's Perfect Pan with their love of better meat ingredients."

The Perfect Pan Meats pizza promotion is supported by a combination of print media, local television and two weeks of national television. For the television commercial, Papa John's rewrote the 1980's Go-Go's hit, "We Got the Beat," into "We Got the Meats," to create an upbeat spot that features appetizing product shots and Papa John's founder John Schnatter reminding consumers of the "Better Ingredients. Better Pizza." brand promise. The Meats on Pan promotion is also available to customers ordering Papa John's pizza online at [www.papajohns.com](http://www.papajohns.com).

Papa John's also announced today that it is bringing back the popular Spinach Alfredo pizza, along with a new Spinach Alfredo Deluxe pizza - a Spinach Alfredo pizza topped with hickory smoked bacon, fresh sliced onions and baby portabella mushrooms. Until March 26, customers can order a large Spinach Alfredo or Spinach Alfredo Deluxe pizza for only \$11.99.

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

SOURCE: Papa John's International, Inc.

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