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"Pro-Crust-Inators" Offered Online Relief with Papa John's "1040" Tax Day Special

Large, Original Crust Pizza with up to Three Toppings Just \$10.40 During Final Days of Tax Season

LOUISVILLE, Ky.--(BUSINESS WIRE)--Apr. 13, 2009-- As another tax season draws to a close, Papa John's once again provides last-minute filers, or "pro-crust-inators," a "1040" online deal. Now through midnight on April 15th, consumers can cash in on this tax break by entering "1040" as a promotional code at www.papajohns.com for a large, original crust pizza with up to three toppings for just \$10.40.

Last year, more than 86 million individuals filed their tax returns online, up more than 12 percent from the previous year, according to the Internal Revenue Service. "As more filers use the e-file option, it only makes sense to remind customers that Papa John's also has an online system in place," said Jim Ensign, vice president of marketing communications for Papa John's. "Last year more than 85,000 people across the country redeemed our '1040' online offer, and experienced a slice of tax relief from Papa John's."

For those who prefer the traditional way of submitting their taxes, Papa John's restaurants across the country will be delivering hot pizzas on April 15 to overextended postal workers and weary filers who "pro-crust-inated" this tax season.

"While our customers may not look forward to filing their taxes each year," said Ensign, "they do look forward to our 1040 special."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, 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.

Source: Papa John's International, Inc.

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