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Papa John's Teams up with Sony Pictures for Ghostbusters

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's International, Inc.](http://www.papajohns.com) (NASDAQ: PZZA), the Official Pizza Sponsor of the NFL and the Official Pizza of MLB, is extending its reach beyond the field to the box office. This summer, the brand is making a major splash (or slime!) on the big screen with its biggest film integration ever to support the release of *Ghostbusters*, in theaters July 15. The announcement was made today, in celebration of Ghostbusters Day - the anniversary of the release of the original film in 1984.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160608005801/en/>



Not only will Papa John's pizza appear in the film, but the brand will also roll out a new limited time product offer and pizza box tied to the film, as well as a marketing and promotional campaign including a new TV spot featuring one of the most iconic Ghostbusters characters.

"Movies bring people together, just like pizza, so this film partnership is a natural fit for us," said Robert Thompson, SVP of Marketing, Papa John's. "It's a new take on a classic that will bring Ghostbusters to a new, younger audience. Keep an eye out for a memorable character from the original Ghostbusters film, as well as a new addition to the team in our upcoming marketing campaign."

Ghostbusters-themed Papa John's Pizza Card. (Photo: Business Wire)
weeks. The film debuts in theaters July 15, 2016, and the new TV spot will premiere on June 27, 2016.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 14 of the past 16 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza of Major League Baseball, Proud Sponsor of Major League Baseball and Supporting Sponsor of the Major League Baseball Play Ball Initiative. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, Twitter at www.twitter.com/PapaJohns, YouTube at www.youtube.com/user/papajohns, Instagram at www.instagram.com/papajohns, Pinterest at www.pinterest.com/papajohnspizza, and Vine at www.vine.co/papajohns. Looking to be a part of something Better? Learn more about franchising with Papa John's at www.papajohns.com/franchise.

About Ghostbusters

Ghostbusters makes its long-awaited return, rebooted with a cast of hilarious new characters. Thirty years after the beloved

original franchise took the world by storm, director Paul Feig brings his fresh take to the supernatural comedy, joined by some of the funniest actors working today - Melissa McCarthy, Kristen Wiig, Kate McKinnon, Leslie Jones, and Chris Hemsworth. This summer, they're here to save the world! The film is produced by Ivan Reitman and Amy Pascal, and written by Katie Dippold & Paul Feig, based on the 1984 film "Ghostbusters," an Ivan Reitman film, written by Dan Aykroyd and Harold Ramis.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

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Papa John's International, Inc.
Peter Collins, 502-261-4233
peter_collins@papajohns.com

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