



FOR IMMEDIATE RELEASE

Pepsi and Papa John's Launch Super Bowl LI 'Halftime of a Lifetime' Promotion

PepsiCo and Papa John's NFL Partnership Unlocks New Marketing Opportunities

WHITE PLAINS, N.Y. and LOUISVILLE, Ky., November 28, 2016 – Pepsi and Papa John's announced the kickoff of the 'Halftime of a Lifetime' promotion today, giving fans a once-in-a-lifetime opportunity to get a front-row seat at the Pepsi Zero Sugar Halftime Show at Super Bowl LI.

Every NFL gameday from now through December 25, consumers who purchase two medium one-topping Papa John's pizzas and a two-liter Pepsi-Cola beverage will receive a promotional code to be entered for a chance to win an epic Super Bowl experience including VIP game tickets, sideline passes to the Pepsi Zero Sugar Halftime Show and access to one of the hottest Super Bowl LI parties.

"Papa John's Pizza and Pepsi are a delicious part of making the game day experience even better for our fans," said Robert Thompson, Senior Vice President, Marketing, Papa John's. "Offering consumers the chance to be part of Super Bowl LI and on the sideline for the Pepsi Zero Sugar Halftime Show is truly a once-in-a-lifetime experience."

Building upon the successful partnership between PepsiCo and Papa John's, and complementary collaborations with the NFL, the first-ever 'Halftime of a Lifetime' promotion gives consumers an opportunity to engage with the brands and the event in a truly unique way. Additionally, it marks the first-time that PepsiCo has extended its contractual rights to the Pepsi Zero Sugar Halftime Show for use to a key customer – in this case, Papa John's.

"Pepsi and Papa John's are NFL gameday staples, so we are thrilled to amplify our collective presence at Super Bowl LI," said Roberto Rios, Senior Vice President and Chief Marketing Officer, PepsiCo Foodservice. "We are excited to extend our partnership and will continue to collaborate in innovative ways to elevate our consumers' experiences."

Visit www.papajohns.com/halftimesweeps for official promotion rules and terms. No payment or purchase necessary to win.

In addition to the 'Halftime of a Lifetime' promotion, select Papa John's locations will also offer "Papa's Play" during NFL Monday Night Football. If the teams facing off combine to score 51 points or more, the

“Papa's Play” offer – a large one-topping pizza and any 2-liter Pepsi-Cola beverage for \$10 – will become active. The offer can be redeemed at www.papajohns.com by entering promo code: PAPAPLAY. The offer will be active the Tuesday after each NFL Monday Night Football game from now through December 27.

Follow Pepsi and Papa John's at www.facebook.com/Pepsi and www.facebook.com/PapaJohns to see more about “Halftime of a Lifetime” and join the conversation.

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About PepsiCo:

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit www.pepsico.com.

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 15 of the past 17 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 Sponsor of the National Football League and the Official Pizza of Major League Baseball. 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 <http://twitter.com/PapaJohns>, YouTube at www.youtube.com/user/papajohns, Instagram at instagram.com/papajohns, Pinterest at www.pinterest.com/papajohnspizza, and Vine at vine.co/papajohns. Looking to be a part of something Better? Learn more about franchising with Papa John's at www.papajohns.com/franchise.