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Pizza Lovers Bring Home the Bacon with Papa John's New Double Bacon Six Cheese Pizza

Limited-time offer pizza rolls out just in time for Thanksgiving Eve, one of the busiest pizza days of the year

LOUISVILLE, Ky.--(BUSINESS WIRE)-- While turkey traditionally takes the spotlight this time of year, Papa John's, the world's third-largest pizza company, is offering consumers something that they love all year long — bacon. And more bacon.

Beginning today through Dec. 26, Papa John's is introducing the Double Bacon Six Cheese pizza, a specialty pizza made with a six-cheese blend of Mozzarella, Parmesan, Romano, Asiago, Provolone and Fontina, and topped with both hickory-smoked bacon and Canadian bacon.

"Our newest pizza creation definitely answers the call for anyone looking to 'bring home the bacon' Thanksgiving Eve and throughout the holiday season," said Papa John's Chief Marketing Officer, Andrew Varga.

In 2009, U.S. consumption of turkey averaged 17 pounds per person, while the average American eats 17.9 pounds of bacon per year, making bacon an equally popular choice for not just Thanksgiving leftovers, but pizza, too. So Papa John's is using its better ingredients to satisfy bacon cravings all holiday season long.

"We think this is the perfect time to introduce a new bacon pizza," Varga said. "Year after year, we see a huge spike in pizza sales the day before Thanksgiving. Add to that the hundreds of bacon fan pages, dedicated blogs, its pervasiveness in pop culture and the fact that it is one of our top selling ingredients, it is clear that consumers have an enormous appetite and affinity for bacon."

The Double Bacon Six Cheese pizza is available for only \$11.00 at all Papa John's restaurants, and can be ordered online at the recently revamped Papa John's online ordering site, www.papajohns.com. The new site includes pizza builder graphics that allow customers to put together their own pizzas through an interactive pizza-making application, showing them a visual of their finished product that matches in-restaurant topping specifications.

The site also offers consumers the only national online pizza loyalty program, *Papa Points*, in which customers can earn points towards free pizza with each online purchase. Once enrolled, customers earn one point for every \$5 spent online; when customers accumulate 25 points, they receive a free pizza with their next online pizza purchase.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 11 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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