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Papa John's Features Bold Tasting Barbecue Chicken Pizzas for the Summer

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 27, 2005--

Six Lucky Customers Will Win a 2005 Ford Mustang GT in "Click 'n Win Summer" Online Instant Game with Coca-Cola®

Papa John's International, Inc. (Nasdaq: PZZA) today announced a sizzling summer offer of two bold specialty pizzas: the Barbeque Chicken and Bacon pizza, and the Hawaiian Barbeque Chicken pizza. The two specialty pizzas are available at a special price of \$11.99 for a limited time only.

The Barbeque Chicken and Bacon pizza is made with grilled all-white chicken breast, hickory smoked bacon and fresh-sliced onions on top of authentic barbeque sauce. With the addition of pineapple at no additional charge, customers can enjoy the tropical taste of Papa John's® Hawaiian Barbeque Chicken pizza.

"People love a barbeque in the summer," commented Papa John's Founder John Schnatter. "These two bold flavored pizzas will satisfy their craving."

Adding to the summer fun is a new "Click 'n Win Summer" instant online game sponsored by Papa John's and Coca-Cola. Visitors to www.papajohns.com have the opportunity to instantly win one of six 2005 Ford Mustang GTs, a trip for 4 to any Six Flags theme park, a \$100 Best Buy gift card, movie certificates or music downloads. Everyone who plays the Click 'n Win game receives free food offers from Papa John's, redeemable when ordering online. While visiting papajohns.com, consumers can also access Summer Destination Savings, featuring great offers and savings on attractions and activities in their local area.

Supported by a combination of print media, local television and two weeks of national television, the national barbeque chicken pizzas promotion runs through June 26, with many local Papa John's continuing the offer throughout the summer. The Click 'n Win summer promotion runs through August 28.

About Papa John's:

Celebrating its 21st anniversary, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce (not concentrate) made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella; and other high quality toppings.

For six consecutive years (1999 - 2005), consumers have rated Papa John's #1 in customer satisfaction among all national QSR chains (including its national pizza competitors and the world's top hamburger chains) in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also continues to receive local market Best Pizza wins in various cities across the country.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. is the third largest pizza company in America. As of April 24, 2005, Papa John's had 2,849 restaurants (571 company-owned and 2,278 franchised) operating in 49 states and 18 countries. Papa John's also franchises an additional 116 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online nationwide, please visit www.papajohns.com.

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SOURCE: Papa John's International, Inc.