



July 28, 2008

Save Room for Dessert! Papa John's Introduces New Chocolate Pastry Delight as the Perfect Post-Pizza Treat

New, Permanent Dessert Option Fulfills Chocolate Cravings

LOUISVILLE, Ky.--(BUSINESS WIRE)--July 28, 2008--Papa John's knows that while pizza might be America's favorite food, when it comes to dessert, chocolate reigns supreme. That's why the pizza chain ranked No. 1 in customer satisfaction is providing consumers a new sweet ending to their meals with Chocolate Pastry Delights.

This irresistible dessert is made of light and flaky, fresh-baked puff pastries filled with rich, velvety NESTLE® TOLL HOUSE® Chocolate, drizzled with white icing and served warm. The delightful delicacy is the perfect treat for those consumers clamoring for smaller portion sizes as Chocolate Pastry Delights comes with four individual pastries - perfect for sharing.

"It was our goal to give chocolate lovers an after-meal treat that can satisfy their sweet-tooth craving, but without being too filling," said Bill Van Epps, Papa John's president, USA. "The Chocolate Pastry Delight achieves both, while still delivering a delicious, quality product our customers expect from us."

The Chocolate Pastry Delight is a permanent addition to the Papa John's menu, joining the popular Cinna Swirl Sweettreat, Apple Twist Sweettreat and Cinnamon Sweetsticks desserts. The treat will be available nationwide with a price range of \$3.99 to \$4.99.

Knowing a chocolate craving can hit anywhere at any time, Papa John's is prepared to satisfy customers' cravings with its myriad of ordering options: via phone, online at www.papajohns.com, text or mobile device, or the myPapa widget. With any option, the full menu is available to order up to three weeks in advance.

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 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.

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