



February 7, 2011

Seven Touchdowns in Super Bowl XLV Means Seven Free Toppings for Papa John's Customers

Papa John's Toppings for Touchdowns Gives Customers up to Seven Free Toppings on Large Cheese Pizzas Ordered Online Through Wednesday

LOUISVILLE, Ky.--(BUSINESS WIRE)-- While Super Bowl XLV did not go into overtime, Papa John's, as the Official Pizza Sponsor of the NFL, announced today that customers can receive up to seven free toppings — the number of touchdowns scored Sunday — on a large cheese pizza ordered online at regular menu price.

Papa John's "Toppings for Touchdowns" offer runs today through Wednesday, Feb. 9, for orders made at www.papajohns.com. The promotion follows a company-record Super Bowl Sunday when Papa John's sold more than 1 million pizzas, in addition to giving away \$45 Papa Cards every 45 seconds throughout the day to randomly selected customers ordering online.

Had the Super Bowl gone into overtime, as previously announced Papa John's was set to give a free large three-topping pizza to each of its more than 1.1 million My Papa Points online customer loyalty program members.

"As the Official Pizza Sponsor of the NFL and Super Bowl XLV, the entire season was a tremendous success for Papa John's," company Chief Marketing Officer Andrew Varga said. "Toppings for Touchdowns is a great way to celebrate and, most importantly, thank our customers for a great season."

Papa John's is in the first year of a multi-year sponsorship with the NFL. Papa John's is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

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.

OVERTIME PIZZA GIVEAWAY

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 2/5/11 at 11:59 P.M. ET. For Official Rules and complete details, visit www.papajohns.com. Sponsor: Papa John's International, Inc. The NFL Entities (as defined in the official rules) have not offered or sponsored this Sweepstakes in any way. ©2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

45-SECOND PIZZA GIVEAWAY

NO PURCHASE OR ORDER NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Starts 2/6/11 at 10:00 A.M., ET and ends 2/6/11 at 9:59:59 P.M., ET. See Official Rules at www.papajohns.com. Sponsor: Papa John's International, Inc. The NFL Entities (as defined in the official rules) have not offered or sponsored this Sweepstakes in any way. ©2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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