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Papa John's Brings "the Meat" this Fall with the NEW Ultimate Meats Pizza

Now Through Oct. 26 get the Ultimate Meats Pizza for \$12 and Chocolate Chip Cookie for \$5

LOUISVILLE, Ky., Sep 30, 2014 (BUSINESS WIRE) -- The weather may be cooling down, but Papa John's is just heating up with its latest and greatest creation, the Ultimate Meats Pizza. To make the deal even sweeter for meat fans, Papa John's has teamed up this one-of-a-kind pizza with a warm, freshly-baked, eight-slice chocolate chip cookie.

A limited time product offering through October 26, the Ultimate Meats Pizza features five types of meat, Papa John's signature hand-tossed crust, layered with all natural pizza sauce, a hearty helping of premium pepperoni, salami, sausage, center-cut Canadian bacon and hickory smoked bacon. To top off this awe-inspiring meal, the pizza is covered with mozzarella cheese, baked fresh and then sprinkled with bacon seasoning for an extra bacon flavor kick. At just \$12 a pie, the deal can't get any sweeter!

"We asked our customers what kind of meat they would like on their pizza and they said, 'more,' which is why we created the Ultimate Meats Pizza," said Bob Kraut, Papa John's chief marketing officer. "Now that cooler weather is back, we want to satisfy our customer's meat craving with a loaded meat pizza and their sweet tooth with a warm chocolate chip cookie, both at a great value."

Papa John's is teaming up with Denver Broncos quarterback Peyton Manning to kick off this limited time offer. Manning, a Papa John's franchise owner, will appear in a television spot with John Schnatter and the pair will continue their roles of "Pizza Maker" and "Play Maker." In the ad to launch the Ultimate Meats pizza, John is talking to Peyton about football strategy while preparing the new pizza. Peyton playfully tells John he needs to "stick to pizza."

Filled with rich chocolate chips and baked fresh, the Chocolate Chip Cookie is the perfect way to balance this deal. The Ultimate Meats Pizza and Chocolate Chip Cookie are available at all Papa John's restaurants nationwide, and can be ordered online at www.papajohns.com, or through Papa John's mobile ordering app for iPhone and Android devices.

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 13 of the past 15 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 Super Bowl XLIX. 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, or on Twitter at <http://twitter.com/PapaJohns>.

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