



January 31, 2011

Papa John's Giving Away Free Pizza Every 45 Seconds on Super Bowl Sunday

All Online Purchases Will Be Eligible for Papa John's 45-Second Pizza Giveaway; Winners Receive \$45 Papa John's Gift Card

LOUISVILLE, Ky.--(BUSINESS WIRE)-- In the NFL, every second counts. As the Official Pizza Sponsor of the NFL and Super Bowl XLV, Papa John's agrees. That's why on Super Bowl Sunday, Papa John's is giving away free, delicious Papa John's pizza every 45 seconds.

"Since Papa John's is the Official Pizza of Super Bowl XLV, we want to make this the best Super Bowl ever for NFL fans everywhere," Papa John's Chief Marketing Officer Andrew Varga said. "When you add Better Ingredients, Better Pizza to your Super Bowl party, it's going to be better than the rest, and we want to reward Papa John's customers by giving away a free \$45 Papa John's gift card every 45 seconds. It's one way that we're saying thanks to our fans during Super Bowl XLV for making this NFL season the best one yet for Papa John's."

Beginning at 10 a.m. ET on Super Bowl Sunday, Feb. 6, every customer who places an order online at www.papajohns.com will be eligible to win a free \$45 Papa John's gift card. The 45-Second Giveaway runs through Super Bowl XLV, ending at 9:59 p.m. ET. Papa John's customers can also register for the 45 Second Giveaway at www.papajohns.com.

Papa John's 45-Second Giveaway is one of several promotions the company is offering NFL fans for Super Bowl XLV, highlighted by Papa John's offering a free large pizza to everyone in America, who registers for Papa Points, if this year's Super Bowl goes into overtime. Papa John's is also offering \$10 large pizzas through Super Bowl XLV.

Papa John's is in the first year of a multi-year sponsorship with the NFL and 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.

© 2010 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

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.

Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Senior Director, Public Relations
tish_muldoon@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media