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Papa John's CEO Introduces Cricket to Jerry Jones and Daniel Snyder

British-born Papa John's CEO Nigel Travis presents Dallas and Washington team owners cricket equipment for appearance at company event

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 9, 2007--Perhaps hoping to spark interest among American football team owners in the game of cricket, Papa John's British-born CEO Nigel Travis this week presented a cricket bat, helmet and ball to Dallas owner Jerry Jones and Washington owner Daniel Snyder. Jones and Snyder were keynote speakers at the company's 2007 "Operator's Conference" in Orlando this week, participating in a session titled "Pizza, Football and Management: Playing in the Big Leagues."

"Jerry and Daniel are both great partners of Papa John's, and their commitment to doing what it takes to run first-class organizations falls right in line with what each of our franchisees try to do at their restaurants," Travis said. "It was an honor to have them speak to our whole Papa John's team, and I felt probably the one thing these very successful men did not have was a Cricket bat. And, by their reactions, I think I was right!"

Papa John's is the official pizza of the franchises owned by Jones and Snyder. In addition, Jones holds an ownership stake in Papa John's restaurants in the Dallas market, and Snyder is connected to Papa John's off the football field through one of his other business ventures, Six Flags. Last year, Six Flags and Papa John's entered into an exclusive arrangement to make Papa John's pizza available at select Six Flags parks nationwide.

The Cricket bats were a well-timed gift for Jones and Snyder as well, given the Opening Ceremony of the Cricket World Cup tournament is Sunday, March 11 in the West Indies. The Cricket World Cup is the world's third most watched television sporting event behind the Soccer World Cup and the Olympics.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza company, operating in all 50 U.S. states and 26 countries. For seven years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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