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Millions of Free Wings on the Line in Papa John's ``Fling It and Wing It" Challenge

Pro Football Host Trey Wingo Issues Challenge on Papajohns.com to Pro Quarterbacks Competing in Big Game: Throw a Record-Setting Touchdown Pass and America Wins Free Wings!

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 24, 2007--Chicago and Indianapolis are competing for more than a trophy during the Big Game in Miami. Endorsements and bonuses? No way! How about millions of bold, spicy chicken wings from Papa John's?

That's right! On Sunday, Feb. 4, all eyes will be on the teams' two quarterbacks in the hopes that they'll answer Papa John's "Fling It & Wing It" Challenge - so that everyone in America who participates in the contest can win a free order of Papa John's new, spicier flavor wings.

Beginning today and continuing through 6 pm eastern time on Sunday, Feb. 4, consumers across the country can register for a chance to win at www.papajohns.com/wingit. From there, it's up to the quarterbacks competing in the Big Game to make every entrant a winner.

Here's how it works: If a quarterback representing either Chicago or Indianapolis meets or beats the championship game record of 85 yards for a touchdown pass -- a feat accomplished just this past weekend in the playoff game between Chicago and New Orleans -- all eligible entrants will win a FREE order of Papa's Wings redeemable online at www.papajohns.com. Delivery charges may apply; complete rules are available at www.papajohns.com/wingit.

"Papa John's wants to be a part of the biggest play ever, in the biggest game there is," said Bill Van Epps, Papa John's president, USA. "We are hoping for the 'ultimate fling' so we can treat America to our new spicier flavor Papa's Wings!"

While visiting www.papajohns.com/wingit, Papa John's customers can also view exclusive videos from pro football studio host, and resident wings expert, Trey Wingo. With a name like "Wing"o, there's no one better to help Papa John's introduce a new flavor for the ever-popular "Papa's Wings," now boasting a new, bolder, spicier flavor.

"We blitzed our traditional wings recipe with extra spice, kicking it up a notch for our customers whose taste buds can handle the bold taste," said Van Epps. "Our customers asked for more heat . . . and we're bringing it!"

Once registered at www.papajohns.com, fans can begin experiencing all the conveniences of ordering pizza online. In fact, this football season Papa John's is making life even easier for party planners - with advance online ordering. Fans can log on to www.papajohns.com and follow the online ordering menu to place their order well in advance of the Big Game. Place an order - including all the pizzas, wings, breadsticks, sodas and other sides the party needs - and indicate a time of delivery. It's that simple.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. 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.

PAPA JOHN'S "FLING IT & WING IT" CHALLENGE FACT SHEET

On Sunday, Feb. 4, if a quarterback representing
The Papa John's either Chicago or Indianapolis in the Big Game
"Fling It & Wing It" meets or beats the championship game record of 85

It" Challenge	yards for a touchdown pass, all eligible entrants will win a FREE order of Papa's Wings redeemable online at www.papajohns.com .
How to Play and Win	Now through 6 p.m. eastern time on Sunday, Feb. 4, consumers can register for a chance to win at www.papajohns.com/wingit , and from there it's up to the quarterbacks competing in the Big Game to make every entrant a winner.
The Prize	The newest Papa's Wings from Papa John's now boast a bold, spicier taste! The National Restaurant Association estimates that of all takeout and delivery restaurant orders surrounding the Big Game, 58 percent will include pizza and 50 percent will include wings. Annually, more than 400 million wings are sold throughout the United States. Now thru Feb. 4 at www.papajohns.com , customers can order a large 1-topping pizza and a ten-pack of plump and juicy Papa's Wings for just \$16.99.
Trey "Wing"o	Who better to help Papa John's introduce its new wings recipe during the playoffs than pro football studio host Trey "Wing"o? While visiting www.papajohns.com/wingit , Papa John's customers can view exclusive videos featuring Trey and hear his thoughts on football, pizza, wings, and more.
More at papajohns.com	Thanks to advance online ordering, football party planners can log on to www.papajohns.com and follow the online ordering menu to place their order well before the Big Game. Place an order - including all the pizzas, wings, breadsticks, sodas and other sides the party needs - and indicate a time of delivery. It's that simple.
In Miami: The Papa John's "Fling It & Wing It" Armchair Quarterback Challenge	To celebrate its new wings flavor and provide football fans with another opportunity to really get close to the action this year, Papa John's has been conducting the "Fling It & Wing It" Armchair Quarterback Challenge in select playoff markets across the country. At challenge locations, fans were invited to relax in a recliner, hold an order of Papa's Wings in their non-throwing hand, and throw a football as far as possible with the other. The ten finalists with the longest throws in Chicago and Indianapolis are squaring off Jan. 24 in showdowns in their respective markets, with the winner from each market receiving an all expenses paid trip to Miami to compete in the contest Finale in Miami Feb. 3 hosted by Wingo ...and then they'll attend the Big Game, courtesy of Papa John's, on Sunday.

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SOURCE: Papa John's International, Inc.