



January 1, 2015

## **Papa John's Celebrates Better Ingredients this New Year with Buy One Get One Offer**

*Jan. 1 through Jan. 28 get a large one topping pizza free with purchase of any large pizza*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- It's NFL playoff time and fans will be glued to their screens as the drama unfolds in the weeks ahead. Papa John's know that fans are looking to make game time even more special and therefore is providing a special offer. Customers who order any large pizza at regular menu price will receive another large one-topping pizza FREE.

This BOGO promotion, which will run through Jan. 28, is a great opportunity for football fans to host their own at-home tailgate and share the quality for which Papa John's is known.

"Quality is our foundation and our distinction. We've always had better ingredients, and we always will," said John Schnatter, founder and chief executive officer of Papa John's. "We are passionate about our products and the quality of our pizza. We're always tinkering and innovating so that we consistently deliver on our "better" promise to our customers."

The quality starts with Papa John's fresh, never frozen original hand-tossed dough made with extra virgin olive oil. Our tomato sauce has a simple recipe: it's made from fresh vine-ripened tomatoes from Central Valley California farms, extra virgin olive oil, salt, sugar, sunflower oil and spices - we never use paste. And, Papa John's high quality meat contains no fillers.

As consumers continue to expect greater transparency from the food industry through better ingredient choices, Papa John's is looking closely at its labels to ensure it is keeping up with—or staying ahead of—food trends without sacrificing the great taste customers love. Did you know a Papa John's pizza has no trans-fats, no MSG, no fillers, no BHA, no BHT and no partially hydrogenated oil? Papa John's has a storied tradition of better ingredients and it wants customers to know exactly what that means. To find out more information about what goes into Papa John's products and onto its pizzas, go to

[www.papajohns.com/better](http://www.papajohns.com/better).

As a leader in the pizza industry for more than 30 years in innovation and quality, Papa John's continues to create new products and offerings to satisfy customers' cravings. This buy one, get one free offer is available for a limited time only at Papa John's restaurants nationwide and can be ordered online at [www.papajohns.com](http://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](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), or on Twitter at <http://twitter.com/PapaJohns>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150101005050/en/>

For Papa John's International, Inc.  
Michael McCullough, 404-832-6782  
[Michael.Mccullough@edelman.com](mailto:Michael.Mccullough@edelman.com)

Source: Papa John's International, Inc.

News Provided by Acquire Media