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Not Your Usual Song & Dance: Papa John's Predicts Kids - Not Adults - Will Make Friday a Record Sales Day with Premiere of Musical Sequel

LOUISVILLE, Ky.--(BUSINESS WIRE)--Aug. 14, 2007--Papa John's is predicting television - and pizza - history this week when millions of kids, tweens and teens tune in to catch everyone's favorite high school students sing their way to made-for-TV sequel success this Friday, August 17.

While professional football's "Big Game" and movie awards ceremonies are often the biggest night for pizza sales, Papa John's is predicting this Friday night will be another one for the record books. But this time, it will be the kids - not adults - driving television viewership and pizza ordering!

As families get ready for their premiere parties - and work up their appetites singing and dancing to the musical's original soundtrack - Papa John's offers advance online ordering at www.papajohns.com, giving customers the chance to place their order and specify time of delivery (up to 21 days in advance).

"As the Wildcats showcase their new songs and dance moves, Papa John's will be right there with the rest of America, enjoying the fun," said Jim Ensign, vice president of marketing communications at Papa John's. "We can't wait to see what's in store for everyone's favorite high school students, in this sequel and any more to come."

To satisfy the crowds gathered around the tube, Papa John's will offer an online-only special of a FREE large one-topping pizza with the purchase of an extra-large Specialty pizza at regular menu price. The special offer can be accessed by visiting www.papajohns.com and typing in the PROMO Code: HSM2.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight years running, consumers have rated Papa John's the No. 1 in customer satisfaction among all national pizza 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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