



March 31, 2017

## Papa John's Returns as the Official Pizza of Major League Baseball and Expands Pizza Family with Addition of New York Mets Team Deal

*Papa John's celebrates 'Papa Slam' with 40 percent off now through April 6<sup>th</sup>*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's (NASDAQ: PZZA), the world's third-largest pizza delivery company, has entered into the second year of the partnership with Major League Baseball (MLB) as the Official Pizza of Major League Baseball and is announcing their 22<sup>nd</sup> team deal with the signing of the New York Mets.

In celebration of MLB Opening Week, Papa John's will offer 40 percent off any pizza at regular menu price using promo code: PAPASLAM now through April 6, 2017. Starting April 7, Papa John's signature Papa Slam promotion will go live and for every Grand Slam hit over the course of the MLB regular season and Postseason, fans will receive 40 percent off any pizza at regular menu price the following day at [papajohns.com](http://papajohns.com) by simply entering the promo code: PAPASLAM. 110 Papa Slams were hit last year, providing fans some compelling moments throughout the season to celebrate with their favorite Papa John's Pizza.

This year Papa John's will be elevating and enhancing its *Papa Slam* campaign and providing an even *better* fan experience with special offers, sweepstakes and rewards experiences throughout the season. Fans can visit the [Papa Slam landing page](#), for the latest Papa Slam game highlights, Papa Rewards offers, sweepstakes and more.

"We are so excited to enter our second year with Major League Baseball and grow our Pizza Family," said "Papa John," Founder, Chairman, and CEO of Papa John's Pizza. "Baseball provides us with such a great opportunity to bring fans and their families together. We are thrilled to celebrate the *Papa Slams* over the course of the season and provide fans and their families with rewards and experiences they will never forget."

With the addition of the New York Mets, Papa John's is now the official Pizza of 22 MLB teams including the Arizona Diamondbacks, Atlanta Braves, Baltimore Orioles, Chicago White Sox, Cleveland Indians, Colorado Rockies, Houston Astros, Kansas City Royals, Los Angeles Angels, Miami Marlins, Milwaukee Brewers, Minnesota Twins, New York Yankees, Philadelphia Phillies, Pittsburgh Pirates, San Diego Padres, Seattle Mariners, St. Louis Cardinals, Tampa Bay Rays, Texas Rangers and Washington Nationals.

In 2016, there were 110 *Papa Slams* during the regular season. Here are some other *Papa Slam* feats from last season:

- | **Team with the most Papa Slams:** Tie (7) - Los Angeles Dodgers, Colorado Rockies, New York Mets and Washington Nationals
- | **Longest Papa Slam of 2016:** 459 ft - Hit by Kendrys Morales, DH/1B (Kansas City Royals) against Brett Cecil (Toronto Blue Jays) in the bottom of the 7th inning on August 7.
- | **Most Individual Papa Slams:** Tie (3) - Manny Machado, 3B (BAL) and George Springer, OF (HOU)

### 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 15 of the past 17 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, the Official Pizza of Major League Baseball and the Official Pizza Partner of the National Hot Rod Association (NHRA). 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), Twitter

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## About Major League Baseball

Major League Baseball (MLB) is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. Major League Baseball is the best-attended sport in North America, and since 2004, MLB has enjoyed its best-attended seasons in the history of the game, with each regular season eclipsing the 73 million mark. Now led by Commissioner Robert D. Manfred, Jr., MLB currently features record levels of labor peace, competitive balance and industry revenues, as well as the most comprehensive drug-testing program in American professional sports. MLB remains committed to making an impact in the communities of the U.S., Canada and throughout the world, perpetuating the sport's larger role in society and permeating every facet of baseball's business, marketing and community relations endeavors. With the continued success of MLB Advanced Media and MLB Network, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. For more information on Major League Baseball, visit [www.MLB.com](http://www.MLB.com).

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