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## **Papa John's and Alpha Restaurant Group Deliver Pizza Partnership for Economic Growth in Motor City**

Minority Joint Venture Brings Jobs, Training and Commerce with Focus on Inner City

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 5, 2007--Papa John's International, Inc. (NASDAQ:PZZA) and the Alpha Restaurant Group, LLC today announced a joint venture to open up to four Papa John's restaurants in Detroit by year's end, with a total build-out plan of 30 Papa John's restaurants in greater Detroit within the next six years.

"Quality is the common thread that drives the Papa John's and Alpha Restaurant Group franchise relationship," said Nigel Travis, Papa John's president and CEO. "The caliber of highly motivated and experienced investors combined with their experience and commitment to the community is an unparalleled match that promises growth for all parties involved."

Day-to-day restaurant operations, facilities management, staffing and training will be the responsibility of The Alpha Restaurant Group. Papa John's will serve as a best practices and management consultant and the two entities will partner on all marketing-related aspects of the restaurants.

"We believe the Detroit urban market offers a tremendous growth opportunity for high quality restaurant brands and Papa John's delivers a quality product to the table of our community," said Paul L. Hubbard, Sr., president and CEO of The Alpha Restaurant Group. "It is our desire as a 100 percent owned and operated group of African American business professionals to give back to the community, provide jobs and training, and to contribute to a more viable and robust business environment."

### About Papa John's

Headquartered in Louisville, Kentucky, Papa John's 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](http://www.papajohns.com).

### About Alpha Restaurant Group

Incorporated in 2004, the Alpha Restaurant Group, LLC (ARG) is a for-profit Michigan, limited liability business entity. ARG was formed to own and operate fast food and fast casual dining franchise establishments throughout Michigan, Ohio and Pennsylvania. ARG is 100 percent owned and operated by a group of African American businessmen from metropolitan Detroit, Michigan, Toledo and Cleveland, Ohio. All members share a common desire to give back to the "inner city" environments in which they operate businesses.

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SOURCE: Papa John's International, Inc.