



June 30, 2008

## **Get Wrapped up in Mummy Madness: Papa John's Joins with Universal Pictures to Promote the Release of The Mummy: Tomb of the Dragon Emperor**

Three Special One-Topping, Medium Pizzas Wrapped in Customized

Mummy Boxes for Only \$21

LOUISVILLE, Ky.--(BUSINESS WIRE)--June 30, 2008--Beginning today, Papa John's joins with Universal Pictures in promoting the theatrical release of the upcoming epic adventure *The Mummy: Tomb of the Dragon Emperor*, by offering not just one, but three one-topping pizzas for \$21. And, in the spirit of giving, the offer of three medium Papa John's pizzas for \$21 is available to everyone, whether mummified or not.

The Mummy pizzas are wrapped and delivered in customized *The Mummy: Tomb of the Dragon Emperor* boxes. Each Mummy pizza purchased will also include coupons for \$3.00 off one, or \$5.00 off both, *The Mummy* and *The Mummy Returns* DVDs. The Mummy pizza madness begins Monday, June 30, and continues through Sunday, July 27.

While Papa John's has previously partnered on DVD releases, this partnership with Universal Pictures to promote the theatrical release of the movie adds a whole new level of excitement for our customers, said Jim Ensign, vice president of marketing communications for Papa John's International, Inc. As *The Mummy: Tomb of the Dragon Emperor* is stacked with fun and fast-paced action, we hope to share in the anticipation of the latest movie in the series by offering our customers special Mummy-box pizzas to enjoy as they catch up on the past Mummy adventures in the series and look forward to the movie's premiere.

The blockbuster global Mummy franchise takes a spellbinding turn as the action shifts to Asia for the next chapter in the adventure series, *The Mummy: Tomb of the Dragon Emperor*. Brendan Fraser returns as explorer Rick O'Connell to combat the resurrected Han Emperor (Jet Li) in an epic that races from the catacombs of ancient China to the neon-lit streets of post-war Shanghai and high into the spectacular Himalayas. Rick is joined in this all-new adventure by son Alex (newcomer Luke Ford), wife Evelyn (Maria Bello) and her brother, Jonathan (John Hannah). And this time, the O'Connells must stop a mummy awoken from a 2,000-year-old curse who threatens to plunge the world into his merciless, unending service.

Prior to the theatrical release of *The Mummy: Tomb of the Dragon Emperor* on Friday, August 1, Papa John's and Universal Pictures will collaborate on a launch event happening Sunday, July 27, at Universal Studios Hollywood.

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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**CONTACT:** Papa John's International, Inc.  
Tish Muldoon, 502-261-4987  
Director, Community & Public Relations

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