



September 12, 2013

Papa John's Teams with NFL Network and Pepsi for Special Thursday Night Football Promotion

Promotion features a special pizza offer each week with Pepsi, Twitter contest for a Super Bowl XLVIII trip, and dedicated fan site

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's has teamed with the NFL Network and Pepsi to bring fans an exciting promotion that will enhance their Thursday Night Football viewing experience. Beginning with tonight's New York Jets vs. New England Patriots game on NFL Network (8 p.m. ET), fans can go to www.papajohns.com/tnf to get details on a special Thursday Night Football Fan Deal, including tonight's deal -- a large one-topping pizza, Cheesesticks and a 2-Liter Pepsi product for \$17. Fans are invited to return each Thursday through Dec. 12, to receive a special Thursday Night Football Fan Deal.



A commercial featuring John Schnatter, Papa John's founder, chairman and CEO, and NFL Network host, Rich Eisen, will air each Thursday during the telecast of the game touting Papa John's Thursday Night Football Fan Deal.

Fans also can Tweet a picture of themselves celebrating Thursday Night Football with family and friends using #TNFISBETTER for a chance to win a trip to Super Bowl XLVIII, Feb. 2, 2014, in East Rutherford, N.J. The contest runs through Thursday, Dec. 12.

"We are excited to partner with the NFL Network and Pepsi on this great promotion that will deliver throughout the football season," said Schnatter. "There's no better way to enjoy the NFL Network's great lineup of Thursday night games than with Papa John's and Pepsi."

NFL Network host, Rich Eisen, and Papa John's founder, chairman and CEO, John Schnatter, star in a commercial touting Papa John's Thursday Night Football Fan Deal. The commercial will air on the NFL Network throughout its slate of season-long Thursday night games. (Photo: Business Wire)

Cincinnati Bengals, Dallas Cowboys, Denver Broncos, Houston Texans, Indianapolis Colts, Jacksonville Jaguars, Miami Dolphins, Minnesota Vikings, New York Giants, New York Jets, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

NFL Network's Thursday Night Football begins each week at 6 p.m. ET with the *Craftsman Presents NFL Total Access Kickoff* pregame show live from the stadium. *The Lexus Halftime Show* and the postgame show provide additional analysis live from inside the stadium each week on Thursday Night Football.

This year marks the 8th season of live regular-season, prime-time games on NFL Network. Last year's edition of Thursday Night Football finished with a record-high per game average audience of 7.3 million viewers, marking the 4th consecutive year that Thursday Night Football has set an all-time high viewership mark for NFL Network. Each week of the 2012 Thursday Night schedule, NFL Network's game telecast was the most-watched program on cable TV that day.

NFL Network 2013 Thursday Night Football Schedule
All games at 8 p.m. ET

- Week 2: 9/12 - New York Jets at New England Patriots
- Week 3: 9/19 - Kansas City Chiefs at Philadelphia Eagles
- Week 4: 9/26 - San Francisco 49ers at St. Louis Rams
- Week 5: 10/3 - Buffalo Bills at Cleveland Browns
- Week 6: 10/10 - New York Giants at Chicago Bears
- Week 7: 10/17 - Seattle Seahawks at Arizona Cardinals
- Week 8: 10/24 - Carolina Panthers at Tampa Bay Buccaneers
- Week 9: 10/31 - Cincinnati Bengals at Miami Dolphins
- Week 10: 11/7 - Washington Redskins at Minnesota Vikings
- Week 11: 11/14 - Indianapolis Colts at Tennessee Titans
- Week 12: 11/21 - New Orleans Saints at Atlanta Falcons
- Week 14: 12/5 - Houston Texans at Jacksonville Jaguars
- Week 15: 12/12 - San Diego Chargers at Denver Broncos

Launched on Nov. 4, 2003, NFL Network is celebrating its 10th Anniversary this season. NFL Network airs seven days a week, 24 hours a day on a year-round basis and is the only television network fully dedicated to the NFL and the sport of football. Currently in more than 72 million homes, NFL Network has carriage agreements with each of the country's largest television providers including Comcast, DirecTV, DISH Network, Cablevision, Cox, Charter, Time Warner Cable, Verizon FiOS and AT&T U-Verse. For more information, log on to NFL.com/NFLNetwork.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, on Twitter at <http://twitter.com/PapaJohns>, or on our blog at www.papajohnsblog.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130912006390/en/>

Papa John's International, Inc.
Darryl Carr, 502-261-4318
Director, Corporate Communications
Darryl_Carr@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media