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## Papa John's Helps Football Fans Up Their Game for Super Bowl XLIX with Free Pizza Offer

*Official Pizza Sponsor of the NFL and Super Bowl XLIX invites fans in Phoenix and across the U.S. to enjoy the Big Game with Better Ingredients*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- In celebration of the biggest sporting event of the year, Papa John's, the world's third-largest pizza delivery company, proudly known for its "Better Ingredients. Better Pizza." is helping fans take their game to the next level through a free pizza offer. Fans who place a minimum order of \$15 on [www.papajohns.com](http://www.papajohns.com) using promo code SUPERBOWL between Thursday, Jan. 29 and Sunday, Feb. 1 will receive a free large pizza with up to three toppings on their next order beginning Monday, Feb. 2 through Sunday, February 22.

To kick off the free pizza offer, a new television commercial will air starring John Schnatter, Papa John's founder and CEO, and Peyton Manning, record-breaking Denver Broncos quarterback and Papa John's franchisee. In an encore performance, Joe Montana, NFL Hall of Famer and Super Bowl legend, enjoys another delicious Papa John's special pizza deal.

"This is our fourth year serving as the Official Pizza Sponsor of the Super Bowl, and with two of our teams going head to head, we're just as excited as we were the first time," said John Schnatter, founder and CEO of Papa John's. "This time of year is all about the fans, the football and the pizza, and in our world, it's always better ingredients that make for a better pizza and a better game!"

Papa John's anticipates more than 1 million pizza orders on Super Bowl Sunday, when delivery drivers will travel the equivalent of circling the world 12 times. In order to prepare, Papa John's has stocked more than 2 million pounds of cheese and 350,000 pounds of pepperoni. The company was founded on better pizza with better ingredients, and no matter how high the volume of pizza orders, Papa John's puts quality first for its customers.

Fans in Phoenix are invited to continue the #UpYourDance challenge Papa John's has championed all season long by visiting the Papa John's mobile kitchen in Super Bowl Central and showing off their wildest end zone celebration. The celebrations will be shared on [www.upyourdance2015.com](http://www.upyourdance2015.com). Papa John's will also give fans in Phoenix a sneak taste of the new Bacon Cheeseburger Pizza before it's available on Monday, Feb. 2.

Papa John's has been the Official Pizza Sponsor for the NFL for the past four years, bringing pizza and football fans together through the "Better Ingredients. Better Pizza." promise.

### 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 13 of the past 15 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 XLIX. 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), or on Twitter at <http://twitter.com/PapaJohns>.

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