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Papa John's Takes a Bite out of the "Taxing" 1040s

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 9, 2007--Papa John's is back to rescue all the "pro-crust-inators" - pizza lovers who have waited until the last minute to file their taxes - from a week full of number-crunching and hair-pulling with its "1040" pizza special.

During the stress-filled, "taxing" period from April 9 until April 17, Papa John's online customers who order at www.papajohns.com can get a large original crust cheese pizza for just \$10.40, and add up to five toppings for FREE. To redeem this special offer, customers simply need to enter the "1040" promotional code when placing their online orders.

"Our Tax Day promotion was a big hit among Papa John's customers last year, and we're thrilled to bring it back in 2007," said Jim Ensign, vice president of marketing communications for Papa John's. "This is a stressful time for Americans. We hope to relieve the pressure by providing pizza lovers a great meal in just a few clicks."

But "pro-crust-inators" do not have stop there. Announced last month, Papa John's customers who follow the links on www.papajohns.com to file their taxes using H&R Block's TaxCut Online programs will receive a complimentary electronic Papa John's gift card worth \$10.40.

"Filing taxes online and ordering pizza online have a lot in common as they both take care of business right on-screen," said Ensign. "In fact, according to our friends at H&R Block, 20 million consumers filed electronically from their home computers last year and even more are expected to file their taxes online in 2007. In anticipation, Papa John's is inviting customers to fill out their 1040 - and then fill up on ours."

Last year, Papa John's came to the rescue of more than 30,000 time-crunched taxpayers online in the weekend prior to Tax Day. The offer was so popular among consumers that the company has extended the offer to one week leading up to the deadline. Ordering pizza online has become the latest online convenience to go mainstream. Since being introduced in 2001, online orders at www.papajohns.com have grown by more than 50 percent each year.

In collaboration with this special, on Saturday, April 14, select Papa John's locations across the country are delivering fresh pizza to select H&R Block offices to reenergize the "pro-crust-inators" and H&R Block associates who are trying to beat the deadline! These special deliveries will be made in Indianapolis, Charlotte, Dallas, St. Louis, Atlanta, Orlando, Seattle, Phoenix, Nashville, Baltimore, Philadelphia, and Denver.

Papa John's is the only national pizza chain to offer online ordering at all of its US restaurants. In 2006, Papa John's launched 24/7 online ordering, giving customers the opportunity to place orders up to 21 days in advance. The site also features a "repeat last order" function, allowing customers to enter their last Papa John's order with just a few keystrokes.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) 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.

CONTACT: Papa John's Tish Muldoon, Director, Community & Public Relations 502-261-4987 or H&R Block Denise Sposato, Communications Manager 816-854-4547 SOURCE: Papa John's International, Inc.