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Papa John's Searches for Fantasy Football League That is Better Than the Rest

Official Pizza Sponsor of the NFL Offers Leagues Chance to Compete for Ultimate "Fantasy to Reality" Experience: Trip to the 2011 NFL Draft

Companion Sweepstakes on Facebook Offers Fans a Chance to Have Pizza Delivered by Former NFL Star Cris Carter Kickoff Night of NFL Regular Season

LOUISVILLE, Ky., Aug 23, 2010 (BUSINESS WIRE) -- With an estimated 27 million Fantasy Football leagues worldwide, and more and more players and leagues signing up every day, what makes one league better than all the rest? As the Official Pizza Sponsor of the NFL, and a brand known for "Better Ingredients, Better Pizza," Papa John's is on a mission to determine just that.

Papa John's is giving fantasy football aficionados - who spend an average nine hours a week setting their rosters, checking scores and talking trash - a chance to set their league apart from the rest and earn a trip to the 2011 NFL Draft.

Papa John's search for the fantasy football league that's better than the rest will consider a mix of fun and serious ingredients that go into forming and sustaining a great league, such as: year established, original owners still participating, location of draft party, food served at league events, league name, quality of trophy, scoring system, and more.

Beginning Sept. 9 - the Kickoff of the NFL's regular season - fantasy footballers can get information on how to win the Papa John's "Fantasy to Reality" contest at www.papajohns.com and the company's Facebook page, where they will be asked to share what makes their league better than the rest.

Meanwhile, to celebrate fantasy football drafts occurring throughout the NFL preseason, Papa John's is offering avid and casual NFL fans alike the opportunity to register for a chance to have former NFL wide receiver and current analyst Cris Carter deliver pizza to their league on Kickoff night, the evening of Sept. 9. Consumers can register at Papa John's Facebook page www.facebook.com/papajohns now through Sept. 6.

"Beginning with fantasy football drafts this month all the way to the NFL Draft next year, Papa John's will be providing fans with opportunities to make the football season better than ever," said Andrew Varga, Papa John's chief marketing officer. "Football always has been central to Papa John's, which was the Official Pizza Sponsor of Super Bowl XLIV in February. We believe that the sponsorship was a major part of the equation leading to our best sales day ever. With this year's fully integrated official pizza sponsorship with the NFL, no one will benefit more than fantasy football players."

Papa John's also will enable players to take their league accolades and banter to a new level through exchangeable Facebook badges that designate the leagues' "Better Smack Talk," "Over-Thinker Stinker," "Waiver Wire Wonder," "Whiner of the Week," "Monday Night Miracle," and "All the Right Moves."

Papa John's will provide more details about the contest in the coming weeks.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment 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.

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Cris Carter's appearance was scheduled by NFL PLAYERS, the marketing and licensing subsidiary of the NFL Players Association.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Papa's NFL Fantasy Draft Delivery Sweepstakes starts on 8/20/10 at approximately 12:00 P.M. ET; ends 9/6/10 at 11:59:59 P.M. ET, and consists of a Sweepstakes entry and on Grand Prize drawing. Open to eligible legal residents of the 50 U.S./D.C. who as of date of entry are at least 18 years old or the age of majority in their state of residence, whichever is greater. Click on Official Rules for entry instructions, important dates, prize details, odds of winning, etc. Void in PR and wherever legally prohibited. Sponsor: Papa John's USA, Inc., 2002 Papa John's Blvd, Louisville, KY 40299.

SOURCE: Papa John's International, Inc.

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