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Papa John's Forecasts a "Sizzlin' Summer" with New Sizzlin' Steak and Chicken Fajita Pizzas; "100 Days of Sizzlin' Summer" Promotion Offers Hot Deals at www.papajohns.com

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 26, 2006--Papa John's International, Inc. (NASDAQ: PZZA) promises to make the upcoming summer months sizzle with the introduction of its new Sizzlin' Steak and Sizzlin' Chicken Fajita pizzas and lots of giveaways at www.papajohns.com.

Beginning this week and for a limited time only, customers can get a large Sizzlin' Steak or Sizzlin' Chicken Fajita pizza for just \$11.99, on pan crust just a dollar more. The Fajita pizza features a new southwestern flavored pizza sauce with a side cup of salsa verde for dipping.

"This summer it is all about flavor and choice," said Catherine Hull, Papa John's vice president of strategy and brand marketing. "By bringing fajita pizza to the table or poolside, Papa John's has successfully combined two consumer favorites, pizza and fajitas, into one great pizza. By offering the fajita pizza with chicken or steak, we will please lots of palates this summer."

As the "100 Days of Sizzlin' Summer" begin, Papa John's and Coca-Cola make winning easy with an online sweepstakes. By registering at www.papajohns.com, customers are eligible to win prizes including a new Chrysler Crossfire Roadster, big screen TV packages from Circuit City, travel from American Airlines, and grill sets from Home Depot. To spice up the deal, instant win gift cards, from nationally recognized brands like Gap, Old Navy and Cabela's may be won by playing the "Sizzlin' Summer" online sweepstakes game.

And just to make the fiesta of fun even hotter, once registered, each time they play customers receive promotional codes for savings and special offers like free Papa John's Sweetreats, breadsticks, Cheesesticks and Coca-Cola beverages with the purchase of any large specialty pizza at regular menu price.

"The Sizzlin' Summer online sweepstakes offers our customers the chance to score big with Papa John's and other great brands," said Jim Ensign, Papa John's vice president, marketing communications. "We believe these value-added offers will help more customers discover the benefits of ordering pizza online, a key focus area for Papa John's."

Playing the promotion each day is entertaining, too. Registrants just need to reveal the same pizza topping under three out of nine pizza boxes to win. Plus, throughout the promotion, visitors to www.papajohns.com can get offers from their favorite local "Sizzlin' Summer Destinations" like local sports venues, movie theaters and hotels.

Headquartered in Louisville, Kentucky, Papa John's 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.

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