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Papa John Schnatter "Challenges" Spike Lee via Twitter in Pacers Vs. Knicks Game 5 Playoff

Papa John's Founder Challenges Knicks Super Fan With Donation of 100 Pizzas

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Following the announcement of Papa John's partnership with the NBA's Indiana Pacers, Papa John Schnatter — Founder, Chairman and CEO of Papa John's International, Inc. — took to Twitter in support of the Eastern Conference Semifinals contestants as they head to Madison Square Garden for tonight's Game 5. As the 3-1 Pacers look to close out the Knicks on their home court and progress to the Conference Finals, Papa John tweeted filmmaker and New York Knicks super fan Spike Lee a friendly challenge of 100 Papa John's pizzas to any charity of his choice if the Knicks take the series to a Game 6.

Schnatter shows confidence in his favorite NBA team with this win/win proposition: "@spikelee Pacers take Game 5 tonight at MSG. Wanna bet? Knicks win, I give 100 pizzas to your favorite charity! #pacers" He is also encouraging fans to tweet him suggestions at @IamPapaJohn of what Spike should ante up when the Pacers win the series.

Papa John's announced its partnership with the Indiana Pacers earlier this week by handing out more than 280 pizzas to fans, Pacers team and staff during the Pacers' Game 4 playoff win.

If the Pacers are unsuccessful in taking down the Knicks tonight, Papa John will be a man of his word and pay up in pizzas to Lee's charity of choice. If the Knicks pull through, it's likely that charities such as Project 40 and Champions for Children will be full of pie after tonight.

For more information on Papa John's, visit www.papajohns.com

About Papa John's Pizza International

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 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 XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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