



December 9, 2008

## **Papa John's Offers a "Big Movie Meal Deal" for the Biggest DVD Release of the Year: The Dark Knight**

Papa John's Delivers BIG Value Two-Pizza Deal for Families along with a \$3-off Coupon toward the Purchase of The Dark Knight DVD

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 9, 2008--Papa John's is joining forces with Warner Bros. Home Entertainment and DC Comics to promote the must-have DVD of the holiday season, The Dark Knight. The DVD is being released at retail outlets nationwide today.

Papa John's orders throughout the country will include a \$3-off instantly redeemable coupon for The Dark Knight on DVD. What better way to compliment your first viewing than by going online to order a Papa John's new "Big Movie Meal Deal?" This week, customers can order online and get two large one topping pizzas for only \$10 each.

Have a Dark Knight fan on your holiday shopping list? Surprise them with a limited edition The Dark Knight Papa John's Gift Card. Available in any amount from \$5 to \$100, Papa John's Gift Cards can be used toward the purchase of food, beverage and even gratuity, redeemable in restaurants, by phone, or online. For more information on Papa John's Gift Cards, visit [www.papajohns.com/papacard](http://www.papajohns.com/papacard).

For exclusive content and movie trailers from The Dark Knight visit [www.papajohns.com](http://www.papajohns.com). Papa John's will also have an on-package offer on millions of DVDs sold at retailers nationwide including Target and Best Buy. Customers will receive a FREE order of tasty Chocolate Pastry Delights with the purchase of a large pizza with three or more toppings.

Headquartered in Louisville, Kentucky, Papa John's International, Inc.

(NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver 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](http://www.papajohns.com).

### **About Warner Home Video**

With operations in 90 international territories Warner Home Video, a Warner Bros. Entertainment Company, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, Village Roadshow, HBO Home Video, and New Line Home Entertainment.

### **About DC Comics**

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at [www.dccomics.com](http://www.dccomics.com).

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