



April 28, 2014

Slam Dunk: NBA's Paul George Stars in Latest Papa John's TV Commercial

Indiana swingman dishes new Sweet Chili Chicken Pizza with Papa John's founder, chairman and CEO John Schnatter

LOUISVILLE, Ky.--(BUSINESS WIRE)-- With the NBA playoffs in full swing, what's the latest slam dunk? Paul George, Papa John's and the new Sweet Chili Chicken Pizza.

George, the Indiana Pacers' All-Star swingman, will star in the latest sports-themed commercial with Papa John's founder, chairman and CEO, John Schnatter.

"Paul has captured the hearts of NBA fans and we're happy to have him in the Papa John's family," said Schnatter, who has recently starred in commercials with sports broadcaster Jim Nantz, NFL MVP Peyton Manning and former San Francisco 49ers quarterback Joe Montana. "We had a great time filming this commercial, and as you can see, he's a terrific spokesperson for the Papa John's brand."

The national ads, which start April 28 and run through May 11, will run on cable entertainment channels (A&E, Bravo, CMT, Discovery, E!, FX, National Geographic and TNT), cable sports channels (ESPN, ESPN2, ESPNEWS, MLB and Fox Deportes) and syndicated shows ("Inside Edition," "Judge Judy," "Castle," and "Game Changers").

"I'm excited to be a part of the Papa John's family and had a lot of fun making this commercial with Papa John," said George, who just cracked the top 15 in NBA jersey sales, a ranking that could jump with Indiana's playoff run and the forward's starring role with Papa John. "I can tell you first hand that the new Sweet Chili Chicken Pizza is a slam dunk and is the perfect pizza for basketball fans to order as they enjoy the playoffs."

Featuring sweet pineapple, fresh sliced onions and red peppers, layered with breaded all-white chicken and mozzarella cheese served on a fresh, hand-tossed crust with sweet chili sauce, the new Sweet Chili Chicken Pizza is only \$12 now through May 25.

"Papa John's is about fresh new tastes, which is why we love our partnership with Paul George," said Schnatter. "Paul brings a fresh approach to basketball as one of the game's new stars, which works perfectly with Papa John's because new and fresh is the message we're delivering with our partnership and with our new Sweet Chili Chicken Pizza."

CAA Sports, a division of Creative Artists Agency (CAA), brokered the deal with Papa John's on behalf of its client George.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

Papa John's International, Inc.
Darryl Carr, 502-261-4318
Director, Corporate Communications
Darryl_Carr@papajohns.com

Source: Papa John's International, Inc.

