



August 29, 2005

Papa John's Introduces New Chicken Bacon Ranch Pizza; For A Limited Time Only -- Papa John's Offers The Farm . . . or Make That the Ranch!

LOUISVILLE, Ky.--(BUSINESS WIRE)--Aug. 29, 2005--Remaining true to its "Better Ingredients, Better Pizza" philosophy, Papa John's (NASDAQ: PZZA) today announced a limited-time only Chicken Bacon Ranch pizza. Believed to be the only ranch sauce pizza available among national pizza chains, the new pizza features a creamy garlic ranch sauce, grilled all white meat chicken, hickory-smoked bacon, fresh sliced onions, fresh sliced tomatoes, and cheese made from 100% real mozzarella.

"There's never been a better time to go 'Ranch,'" said Papa John's Founder, John Schnatter. "Wait until you taste this sauce. It's rich and creamy with real bits of garlic. Ranch fans and pizza eaters looking to try a unique new flavor are going to love it."

Available for both carryout and delivery in all US Papa John's restaurants beginning Monday, August 29, large Chicken Bacon Ranch pizzas will be offered at \$11.99. Chicken Bacon Ranch pizzas can also be purchased through Papa John's online ordering system at www.papajohns.com and seen on national television and print advertising beginning Monday, September 5.

"We are in the business of delivering, literally, what our consumers want," said Nigel Travis, Papa John's President and CEO. "The popularity of 'ranch' flavoring in the marketplace is undeniable. Papa John's has driven sales this year with the introduction of two other terrific limited time offers (Sicilian and Spicy Meatball) and we expect Chicken Bacon Ranch to be a winner as well."

For six years running, consumers have rated Papa John's #1 in customer satisfaction among all national QSR chains in the highly regarded American Consumer Satisfaction Index (ACSI). As of July 24, 2005, there were 2,883 Papa John's restaurants (571 company-owned and 2,312 franchised) operating in 49 states and 19 countries. Papa John's also franchises 115 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's