



March 31, 2008

No Fooling - Papa John's Ushers in April with Tasty New Menu Items

New Rustic Italian Meats pizza and Tuscan Six Cheese pizza available for just \$11.99

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 31, 2008--Papa John's understands simple supply and demand. Consumers have demanded more delicious specialty pizzas from Papa John's, so the pizza company voted No. 1 in customer satisfaction for eight straight years is ready to give 'em what they want!

Say hello to the new Rustic Italian Meats pizza, a mouth-watering collection of spicy Italian sausage, pepperoni, baby portabella mushrooms, fresh-sliced green peppers, red onions and a three-cheese blend of mozzarella, parmesan and romano served with a robusto pizza sauce. The pizza will be available for a limited-time at \$11.99.

In addition, due to overwhelming customer enjoyment, the Tuscan Six Cheese pizza will be added as a new, permanent menu item. Featuring a crispy thin crust, topped with traditional pizza sauce and a delicious gourmet blend of six cheeses - mozzarella, parmesan, romano, asiago, provolone and fontina, the Tuscan Six Cheese pizza also will be available for \$11.99.

"It's great when we can deliver our customers the products they are demanding at an affordable price," said Bill Van Epps, Papa John's president, USA. "The Rustic Italian Meats and Six Cheese pizzas feature a wide variety of our fresh, quality ingredients the whole family can enjoy."

The pair of specialty pizzas offers a choice of a five- or six-topping pizza for just \$11.99. So don't delay - visit www.papajohns.com to place an order online.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight 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 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.

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