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## **Papa John's Pizza Expands Relationship with NFL by Signing Multi-Year Deal to Be Official Pizza Sponsor of NFL in Canada, Mexico and United Kingdom**

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, Inc. (NASDAQ: PZZA) and the National Football League today announced that the pizza company known for its "Better Ingredients, Better Pizza" is now the Official Pizza Sponsor of the NFL in Canada, Mexico and the United Kingdom.

The multi-year deal expands Papa John's official sponsorship of the NFL and the Super Bowl beyond the borders of the United States. In 2010, Papa John's signed an agreement to be the Official Pizza Sponsor of the NFL and Super Bowls XLV, XLVI and XLVII. That deal was the largest in Papa John's history and includes category exclusivity among delivery and carryout pizza brands.

The official sponsorship with the NFL in Canada, Mexico and the United Kingdom is effective immediately and includes providing Papa John's category exclusivity and rights to use NFL and team logos and trademarks in marketing and advertising. Papa John's also will be the Official Pizza Sponsor of the NFL's International Series game played annually during the regular season in the United Kingdom.

"The National Football League is growing in these markets, and so is Papa John's, and that makes this deal a win-win-win: for the NFL, Papa John's and our customers," said Andrew Varga, Papa John's chief marketing officer. "Papa John's, our franchises and our customers in the United States have benefitted greatly from our sponsorship of the NFL, and we're confident that expanding our official sponsor status to include Canada, Mexico and the United Kingdom will score big for our brand and customers in those countries."

Papa John's currently franchises 53 restaurants throughout Canada, and 49 throughout Mexico, including 18 in Mexico City. Papa John's and its franchisees currently operate 167 Papa John's restaurants in the United Kingdom.

The NFL has steadily grown its fan base in Canada, Mexico and the United Kingdom, including playing regular season games in each country. This Sunday (Oct. 23), Chicago and Tampa Bay play in the fifth annual International Series game at Wembley Stadium in London. Earlier this month, the NFL expanded its commitment to playing regular-season games in the United Kingdom by approving a resolution authorizing the league to schedule regular-season games in the U.K. in each of the next five years (2012-2016), including to determine the number of games per season, the venues, and the competing teams.

In addition to being the Official Pizza Sponsor of the NFL in the United States, Canada, Mexico and the United Kingdom, Papa John's is the Official Pizza Sponsor of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Ky. (USA), Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 years, Americans 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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**Papa John's International, Inc.**

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