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Papa John's Prepares to Feed Goblins, Ghosts, and Ghouls on Second-Busiest Night of Year

Trick-Or-Treaters Fill Up on New Zesty Italiano or Tuscan Six Cheese Pizza for \$12.99, Two for \$10.99 Each

LOUISVILLE, Ky.--(BUSINESS WIRE)--Oct. 27, 2008--Before families put the finishing touches on costumes, and prepare for a night of trick-or-treating, Papa John's Pizza is serving up pizzas at a frightening speed to gear up for its second busiest night of the year - Halloween.

With a special limited-time offer of a large, new Zesty Italiano or Tuscan Six Cheese pizza for only \$12.99 or two pizzas for \$10.99 each, this year will be no exception. In fact, Papa John's expects to sell more than 1 million pizzas nationwide to families with little ghouls and goblins on Halloween night.

Papa John's anticipates more than 50 million pepperoni slices and 500,000 pounds of cheese will be devoured Halloween night. More than 62,000 Papa John's employees will be on-hand to provide "treaters" with a real meal before taking in the major Halloween haul. It takes 20,000 delivery drivers - double the number of an average day -- to make it happen.

"The only thing that scares us this Halloween is the thought of someone missing out on a great Papa John's pizza," said Jim Ensign, vice president, marketing communications for Papa John's International, Inc. "We think between our new Zesty Italiano, our popular Tuscan Six Cheese and our recently introduced whole-wheat crust pizzas, we have something that all families can enjoy this holiday."

On a busy night like Halloween, ordering pizza from Papa John's can be a major time saver for parents. Papa John's typically notices a spike in orders between the hours of 5 and 6 p.m. local time. Based on consumer feedback, most families like to feed the kids before the trick-or-treating begins as a way to hold off their hunger until they get home.

Zesty Italiano features a hearty combination of meats including spicy salami, pepperoni and Italian sausage, and a delectable four-cheese blend of mozzarella, Asiago, Fontina and provolone, all sprinkled with Italian herb seasoning. For those who prefer more cheese, customers can try the large Tuscan Six Cheese pizza on thin crust for \$12.99. Want to really fill up the kiddos? Try both, for a lowered price of \$10.99 per pie. And while the specialty price on the two pizzas won't disappear into the Halloween night, it also won't be around for much longer, as it officially ends on Nov. 23.

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.

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