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Papa John's Super-Hero XL3 Pizza Debuts in Alliance with Sony Pictures Home Entertainment's DVD Release of Spider-Man(TM) 3

Delivered in Uniquely Designed Box Featuring Spider-Man™ 3 DVD Image, Three-Topping, Extra-Large Pizza Arrives Just in Time for Halloween, One of the Three Busiest Days of the Year for the Pizza Brand

LOUISVILLE, Ky.--(BUSINESS WIRE)--Oct. 22, 2007--Just in time for Halloween, Papa John's (NASDAQ: PZZA) is offering a Super-Hero XL3 pizza in conjunction with the October 30th release of Spider-Man™ 3 on DVD and Blu-ray™ High Def.

Beginning today, Papa John's customers can purchase the Super-Hero XL3 - a three-topping, extra-large, 16-inch pizza (30 percent bigger than Papa John's large size) in a box featuring Spider-Man™ 3 on DVD - for just \$12.99. And, while supplies last, all Papa John's orders include a \$3-off instantly redeemable coupon for the Spider-Man™ 3 DVD.

Halloween is consistently one of the top three nights of the year in the pizza industry, ranking alongside the professional football championship game in February and the night before Thanksgiving, making the October partnership with Sony Pictures Home Entertainment a strategic move by Papa John's to enhance its customers' Halloween experience.

For families busy putting the finishing touches on costumes and filling up their "goblins" before trick-or-treating, Papa John's advance online ordering at www.papajohns.com can save them some time on the big night. Simply log on, place an order for the Super-Hero XL3 pizza and all those delicious sides, and specify the preferred time for delivery or pick-up. It's that simple.

"This year, while the kids are dressed up as their favorite super-heroes, families can treat themselves to the Super-Hero XL3 pizza and enjoy 'Spider-Man 3' on DVD as they wind down from a big night of trick-or-treating," said Jim Ensign, vice president, marketing communications for Papa John's International, Inc.

Papa John's will begin airing a new commercial spot today highlighting the new pizza promotion. The ad features footage from Spider-Man™ 3 and showcases Papa John's signature fresher ingredients loaded on an extra-large pie, 30 percent bigger than Papa's large size.

In addition, for a limited time, Spider-Man-themed Papa Card gift cards will be available at all Papa John's restaurants and other retailers where Papa Cards are sold. Papa Card gift cards are available in \$5 increments.

Prior to the Spider-Man™ 3 DVD and Blu-ray™ High Def rollout on Tuesday, Oct. 30, Papa John's and Sony Pictures Home Entertainment will collaborate on a DVD launch event next Monday in New York City's Times Square. Papa John's founder John Schnatter will play host to Spider-Man, Spider-Man™ 3 director Sam Raimi, along with others from the entertainment industry. The action-packed press event happening right outside the NASDAQ MarketSite on 43rd and Broadway, will feature Spider-Man performing some of his acrobatic feats from the Spider-Man trilogy.

Papa John's and Spider-Man will then make a "special delivery" to honorary heroes that will kickoff a campaign giving away more than \$1 million worth of Super-Hero XL3 pizzas nationwide.

"Spider-Man fans and Papa John's customers should stay tuned to learn more about that exciting giveaway as the details are revealed," Ensign said. "We can't wait for that announcement to occur right on the heels of Halloween. We won't send Hometown Super-Heroes away hungry!"

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). For more information about the company or to

order pizza online, visit Papa John's at www.papajohns.com.

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