



June 20, 2008

Mummy Madness Begins

The Mummy: Tomb of the Dragon Emperor First Full-Length Trailer

Available This Weekend Exclusively at Papajohns.com

LOUISVILLE, Ky.--(BUSINESS WIRE)--June 20, 2008--Are you a fan of the Mummy movies and can't wait to get an exclusive sneak peek at the first full-length trailer for the new film? For the next 48 hours, www.papajohns.com will be THE exclusive online destination for fans and consumers to check out the newest trailer for Universal Pictures' upcoming epic adventure The Mummy: Tomb of the Dragon Emperor. The trailer goes live as of 9:00 am (EST) on Friday, June 20.

"The Mummy: Tomb of the Dragon Emperor is going to be a huge summer blockbuster and Papa John's is pleased to be part of the excitement leading up to the release," said Jim Ensign, vice president of marketing communications at Papa John's. "Having the exclusive, first full-length trailer available at papajohns.com is just another way for us to bring our customers added value with a movie that's sure to be hot news this summer!"

The blockbuster global Mummy franchise takes a spellbinding turn as the action shifts to Asia for the next chapter in the adventure series, The Mummy: Tomb of the Dragon Emperor. Brendan Fraser returns as explorer Rick O'Connell to combat the resurrected Han Emperor (Jet Li) in an epic that races from the catacombs of ancient China to the neon-lit streets of post-war Shanghai and high into the spectacular Himalayas. Rick is joined in this all-new adventure by son Alex (newcomer Luke Ford), wife Evelyn (Maria Bello) and her brother, Jonathan (John Hannah). And this time, the O'Connells must stop a mummy awoken from a 2,000-year-old curse who threatens to plunge the world into his merciless, unending service.

The first full-length trailer for The Mummy: Tomb of the Dragon Emperor is available exclusively at www.papajohns.com through 12:00 a.m. (EST) on Sunday, June 22. Papa John's is a promotional partner with Universal Studios of The Mummy: Tomb of the Dragon Emperor.

About Papa John's

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 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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