



March 6, 2007

Papa John's Continues to Spice Things up with Cholula Hot Sauce Partnership

Papa John's Customers Will Receive a Free Cholula Hot Sauce Sample

with Their Order of a Large Pizza While Supplies Last

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 6, 2007--Whoever coined the phrase, "If you can't stand the heat, get out of the kitchen," certainly wasn't referring to Papa John's customers. With the soaring popularity of Papa John's new spicy buffalo chicken wings, as well as the Spicy Italian and Sausage Sensation specialty pizzas, one thing is clear: Papa John's customers have a burning desire for spicy menu items.

And Papa John's has responded once again, this time partnering with Cholula Hot Sauce. Now through March 25, every Papa John's order will come with a complimentary sample of Cholula Hot Sauce, the "Flavorful Fire" that blends pequin peppers, red peppers and spices in a delicate process to produce a perfect balance between flavor and heat.

Cholula Hot Sauce is a perfect complement to a number of items on the Papa John's menu, including The Meats and Barbeque Chicken & Bacon specialty pizzas, as well as side items like Papa's Wings, Chicken Strips and Breadsticks.

"We've had enough of the winter blahs. Papa John's is turning up the heat on our menu - and who better to partner with than Cholula Hot Sauce?" said Bill Van Epps, Papa John's president, USA. "Cholula has a well-guarded family recipe that has been thrilling taste buds for three generations. We're confident that our customers will love adding Cholula's zesty kick to their favorite Papa John's items."

The Cholula family recipe traces its roots more than 100 years to a small sun-baked outpost named Chapala, an hour away from Guadalajara in the state of Jalisco, Mexico. For more information on Cholula Hot Sauce, visit www.cholula.com.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza company. For seven years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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.

CONTACT: Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Director, Community & Public Relations

SOURCE: Papa John's International, Inc.