



December 21, 2010

Papa John's Brings Better Ingredients, Better Pizza Experience to iPhone with New App

Papa John's app provides complete online ordering capabilities and experience on the iPhone

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, Inc. (NASDAQ: PZZA) today announced the launch of its first ever Apple iPhone application, bringing full menu access and on-the-go ordering direct to the popular platform. The free app is currently live and available for download from the iPhone App Store.

[Papa John's](#) current mobile site has flourished since its 2008 launch. The application, unlike competitors, performs all functions of the Papa John's website and is expected to significantly grow the company's already strong mobile presence. The iPhone app allows the customer to order every menu item and offer currently available in the Papa John's system.

"As the Better Ingredients, Better Pizza provider, offering our loyal customers a better digital experience has always been a company priority and we believe the new Papa John's iPhone application does that," said Andrew Varga, Papa John's Chief Marketing Officer. "This app allows our customers to access all their favorite Papa John's menu items and order them faster and easier than ever before."

There are currently more than 50 million Apple iPhone users and, according to the latest International Data Corp report, nearly 11 billion apps were downloaded in 2010, highlighting an on-the-go smartphone demographic that doesn't always have time to scour through websites for information.

"That is why Papa John's designed a stand-alone app, providing a full menu selection of Papa John's pizzas, sides, drinks, desserts and our customers' favorite extras," Varga added. "The app also includes our newest and most popular offers, mobile order functionality, account login and even access to Papa Points Loyalty Program to reward our returning customers."

Earlier this year, Papa John's introduced the only national online pizza loyalty program, *Papa Points*, in which customers can earn points towards free pizza with each online purchase. Once enrolled, customers earn one point for every \$5 spent online; when customers accumulate 25 points, they receive a free pizza with up to three toppings.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 11 years, consumers 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.

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Source: Papa John's International, Inc.

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