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Papa John's Announces Jenna Bromberg as Chief Marketing Officer

ATLANTA--(BUSINESS WIRE)-- Papa John's International, Inc. (NASDAQ: PZZA) ("Papa John's®") today announced the appointment of Jenna Bromberg to Chief Marketing Officer, effective Nov. 14. A recognized industry expert known for transformative brand campaigns and deep consumer insights, Bromberg brings a unique blend of quick-service restaurant and modern retail marketing expertise to the role.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241106270421/en/>

Papa John's International, Inc. today announced the appointment of Jenna Bromberg to Chief Marketing Officer. (Photo: Business Wire)

"Jenna's track record of building strong brands and driving innovative marketing campaigns makes her the ideal leader to help take the Papa John's brand into its next chapter," said Todd Penegor,

President and Chief Executive Officer. "Her proven ability to connect with modern consumers combined with her deep understanding of the restaurant industry, particularly her experience in the pizza segment, will be invaluable as we continue to expand our market presence."

She joins Papa John's from Carter's Inc., where she served as Vice President of Brand Marketing & Creative, successfully leading multiple brands through the pandemic period and launching several groundbreaking marketing campaigns. Her return to the pizza industry marks a full-circle moment, building on her previous experience as Director of Core Brand Marketing at Pizza Hut.

"I am eager to join Papa John's at such an exciting time in the company's journey," said Bromberg. "The pizza industry has always been close to my heart, and I'm energized by the opportunity to combine my consumer retail experience with my restaurant industry background to create compelling, innovative marketing strategies that will connect with our customers as well as bring new consumers to the brand."

In this new role, she will lead the company's marketing strategy, brand development, digital customer experience and creative initiatives, including elevating the brand among current and new audiences through data-driven campaigns, and overseeing the product innovation pipeline to provide consumers with great new products and menu offerings.

Bromberg will report to Penegor and serve on the Papa John's Executive Leadership Team.

About Papa John's

Papa John's International, Inc. (NASDAQ: PZZA) opened its doors in 1984 with one goal in mind: BETTER INGREDIENTS. BETTER PIZZA.® Papa John's believes that using high-quality ingredients leads to superior quality pizzas. Its original dough is made of only six ingredients and is fresh, never frozen. Papa John's tops its pizzas with real cheese made

from mozzarella, pizza sauce made with vine-ripened tomatoes that go from vine to can in the same day and meat free of fillers. It was the first national pizza delivery chain to announce the removal of artificial flavors and synthetic colors from its entire food menu. Papa Johns is co-headquartered in Atlanta, Ga. and Louisville, Ky. and is the world's third-largest pizza delivery company with more than 5,900 restaurants in approximately 50 countries and territories. For more information about the company or to order pizza online, visit www.PapaJohns.com or download the Papa Johns mobile app for iOS or Android.

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