



## Forget Cryptocurrency; Papa John's Introduces "Crusto-Currency" with new Papa Dough

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*Earn Points Faster than Ever Before with Papa John's New Gold Standard Rewards Program*

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 10, 2018-- Papa John's International, Inc. (NASDAQ: PZZA) today announced a new Papa Rewards program that rewards points five times faster than before. Points earned turn into the gold standard of pizza rewards currency: Papa Dough, which can be redeemed towards anything on the menu – pizzas, sides, deserts and more (excluding alcohol) – including limited time offers and deals.

Changes to the program include:

- Now receive one point for every dollar spent (previously 1 point for every \$5 spent).
- 75 points = \$10 Papa Dough
- No limitations for the amount of points that can be earned per transaction
- Now able to earn on any order – on web, apps, by phone or in store

Current Papa Rewards members' accounts have been transitioned to the new Papa Rewards program and points from the old program were multiplied by five during the transition to align with the value of the new program structure. And, to celebrate the new program, new and current members will also receive a free 10" Cheesesticks with any \$12 purchase through 1/27 (valid online or app orders only).

To further emphasize the new Papa Rewards being the gold standard in loyalty, Papa John's is giving Papa Rewards members the chance to win the ultimate badge of Papa John's iconic fandom: a gold pepperoncini. There's only one and it's worth more than \$10,000. To enter, check out the new Papa Rewards and make a minimum \$5 purchase between December 17, 2018 and January 6, 2019. No purchase necessary. No limitations to the number of entries. See [papajohns.com/PapaDough](http://papajohns.com/PapaDough) for official rules.

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. In 2018, consumers rated Papa John's No. 1 in product and service quality among national pizza chains in the American Customer Satisfaction Index (ACSI). For 17 of the past 19 years, consumers have rated Papa John's No. 1 in customer satisfaction among national pizza chains in the American Customer Satisfaction Index (ACSI).

For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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