



July 31, 2008

## **Pizza Whenever, Wherever: Papa John's Launches Mobile Web Ordering**

Account Set-up, Web Ordering of Pizzas, Sides and Drinks Available from Handheld Devices

LOUISVILLE, Ky.--(BUSINESS WIRE)--July 31, 2008--Building on its continued online success, Papa John's (NASDAQ:PZZA), the industry leader in online ordering, today launched mobile web ordering, a system that enables pizza lovers to set-up an account or place an order right from their mobile phone.

Whether you're craving a pizza but are away from your computer, or don't have the luxury of having your local Papa John's number memorized, Papa John's mobile site is the perfect solution for the busy lifestyles of today's on-the-go consumers.

"From being the first in the industry to introduce systemwide online and text ordering, to our myPapa widget and now mobile web ordering, we're always seeking new opportunities to meet the needs of our customers," said Jim Ensign, vice president of marketing communications for Papa John's. "This is just another step to give our customers the convenience they're asking for, while making it even easier for new customers to experience the great taste of Papa John's."

The mobile Web site is designed for use on any Web-enabled phone and features the entire Papa John's menu, special offers, account registration and a restaurant locator. To access the mobile site directly, simply go to <http://mobile.papajohns.com>, or users can log on to [www.papajohns.com](http://www.papajohns.com) where the site will redirect customers to the mobile site.

Mobile users can use their same account log-in information from [www.papajohns.com](http://www.papajohns.com), however the site does not require that users be pre-existing customers, enabling any pizza lover access to their local Papa John's restaurant. The site also allows customers to sign-up for special offers that can be sent to either their inbox or cell phone.

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](http://www.papajohns.com).

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

SOURCE: Papa John's International, Inc.