



February 10, 2011

## Hottest Thing That Comes in a Box This Valentine's Day is a Papa John's Heart-Shaped Pizza

*Themed pizza available at [www.papajohns.com](http://www.papajohns.com), [papajohns/mobile.com](http://papajohns/mobile.com), phone or carryout*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Chocolates are great. Flowers are nice. And diamonds say, "I love you." But to really heat things up this Valentine's Day, a Papa John's heart-shaped pizza will certainly do! Available now through Feb. 14, couples and loved ones can skip the crowded, over-priced dine-out spots by ordering this limited-time pizza that everyone will take to heart.



Heart-shaped pizza could be the next Valentine's Day tradition -- or at least Papa John's hopes so. The chain sold over 60,000 heart-shaped pizzas last year. Heart-shaped pizzas are available nationwide at Papa John's now through February 14. (Photo: Business Wire)

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

Last year, Papa John's sold more than 60,000 heart-shaped pizzas, proving many consumers forgo the fancy Valentine's Day dinner to spend quality time at home with significant others, friends and family.

"For some, our heart-shaped pizza has become a Valentine's Day tradition," Papa John's chief marketing officer Andrew Varga said. "As Valentine's Day falls on a Monday this year, it's a great night to be able to celebrate at home with a fresh, hot heart-shaped pizza that is delivered right to the door."

To please even the most discerning couples and families alike, customers can mix and match toppings to ensure everyone receives exactly what they were hoping for on Valentine's Day. Valentine's Day is traditionally one of the busiest days for restaurants. The average love struck consumer will spend \$120 on Valentine's Day related gifts and events.

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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6605774&lang=en>

Papa John's International, Inc.  
Tish Muldoon, 502-671-9488  
Senior Director, Public Relations  
[tish\\_muldoon@papajohns.com](mailto:tish_muldoon@papajohns.com)

Source: Papa John's International, Inc.

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