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Peyton Manning Scores a Touchdown as Newest Papa John's Franchisee

Denver Broncos Quarterback to Own 21 Denver-Area Papa John's Restaurants in Partnership with Brand

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the Official Pizza Sponsor of the NFL, today signed a new "franchise player" for the brand, announcing Denver Broncos quarterback Peyton Manning as its newest franchisee. Manning, in partnership with Papa John's, will own 21 restaurants in the Denver area.



Denver Broncos quarterback Peyton Manning shoots a television spot with Papa John's Founder, Chairman and CEO John Schnatter, during which Manning reveals that he is Papa John's latest franchisee. Papa John's newest "franchise player" will own and operate 21 Papa John's restaurants in the Denver area. The spot will air Sunday, Oct. 28, during NBC-TV's "Football Night in America" telecast. (Photo: Business Wire)

"Customers and franchisees place a premium on quality, and that's where Papa John's competes and wins — in our products and how we operate our business with franchisees and partners. I don't know of a person or business partner who has a higher standard on quality or competes more fiercely than Peyton Manning — on and off the field," Papa John's Founder, Chairman and CEO John Schnatter said. "Having Peyton as a franchisee is a huge win for our brand, especially for our customers in Denver, where our business has never been better."

"I've been a fan of Papa John's pizza for a long time, and now knowing John Schnatter, his team and the business intimately over the past year, I am thrilled to formally join Papa John's as a franchisee in partnership with the brand," Manning said. "It's a smart investment now and will be long after I'm done playing football. I'm particularly impressed by John's drive to make everything about Papa John's better along with his ambition and plan to continue growing the brand around the world. Also, Papa John's being the Official Pizza of the Denver Broncos makes this even more exciting."

Papa John's has locations in 32 countries on five continents and in September opened its 4,000th restaurant. The brand also recently unveiled its 2013 franchise development incentive program, which, effective immediately, includes zero franchise fee, 0% royalty for 18 months, and \$50,000 in restaurant equipment for new restaurants opened through 2013. Papa John's growth, despite ongoing economic pressures and uncertainty, is a result of its never-ending commitment to quality, Schnatter said.

Manning's involvement with Papa John's dates to 2011, when he was featured in Papa John's efforts to market its novel Super Bowl XLVI Coin Toss Experience in which Papa John's awarded a free pizza and 2-liter Pepsi MAX to all members of its Papa Rewards online customer loyalty program after America correctly called the coin toss for Super Bowl XLVI.

Manning and Schnatter kicked off the 2012 NFL regular season where they left off at Super Bowl XLVI by offering all of America the chance to win another free large one-topping pizza. Featured in national television ads, Manning convinced Schnatter to give away 2 million large one-topping pizzas to Papa Rewards members throughout the regular season — double the number of pizzas Papa John's gave away last regular season.

Current Papa Rewards members and those who enroll at www.papajohns.com have the chance to be randomly selected to receive one of the 120,000 free large one-topping pizzas each week of the NFL regular season. Consumers must be members of Papa Rewards by midnight of the "Sunday Night Football" game on NBC-TV to be eligible for that week's drawing. Winners are notified that they won a free pizza each Thursday via email. The free pizza is awarded in the form of a unique, one-time use code redeemable only at papajohns.com. The code is valid for approximately three weeks.

Manning will tout his status as a Papa John's franchisee on camera Sunday night during his appearance in a custom integration on NBC TV's "Football Night In America" telecast, when he and Schnatter will unveil for fans another "big treat" for Halloween during NBC's "Sunday Night Football" telecast from Denver.

Papa John's is in the third year of a multi-year sponsorship with the NFL and is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Denver Broncos, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 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 earned the 2012 Harris Poll EquiTrend® Pizza Brand of the Year. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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