



October 26, 2015

Eat like Your Favorite Football Star with Papa John's All-New Players' Choice Special

Starting October 26 through November 22, score a large Players Choice pizza for just \$12; Add Garlic or Cinnamon Knots for just \$5

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Up your game for the second half of the NFL season with Papa John's Players' Choice Special. Starting October 26, you can watch your favorite players while enjoying their favorite pizzas. Customers can also go for two and add Garlic or Cinnamon Knots for just \$5.

Ranked by NFL players in an offseason poll, these three Players' Choice pizzas emerged as the most popular topping combinations:

- If you're looking for a fiery take on your favorite meaty pizza, try the new Sriracha Meats - which starts off with Papa John's unique Sriracha sauce, is then topped with premium pepperoni, Italian sausage, fresh sliced red onions and 100% real cheese. This pizza is sure to get your taste buds running!
- For those looking for bold, authentic BBQ flavor, try the BBQ Chicken Bacon Pizza. This returning favorite has a layer of tasty barbeque sauce and is piled high with grilled white meat chicken, hickory-smoked bacon, and covered in cheese.
- And for the fan that wants it all -The Works is loaded up with mouth-watering pepperoni, Canadian bacon, Italian sausage, onions, green peppers, mushrooms, and black olives, all topped with cheese.

With so many delicious choices, it's no wonder your favorite NFL players had a hard time choosing!

"There's no better way to get closer to the game we all love than to eat like the pros with our new Players Choice pizzas," said Robert Thompson, SVP of marketing at Papa John's. "And they chose wisely - I'm sure our customers will love these new and returning flavors, on top of adding an order of Garlic or Cinnamon Knots for just five dollars."

The Players Choice pizzas and Garlic and Cinnamon Knots offers will be available at all Papa John's restaurants nationwide and can be ordered online at www.papajohns.com, or through Papa John's mobile ordering app for iPhone and Android devices.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 14 of the past 16 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 is the Official Pizza Sponsor of the National Football League and Super Bowl 50. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

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