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Papa John's Announces 2012 Development Incentive Program

Program offers zero franchise fee, a royalty waiver for up to 18 months, and \$50,000 in restaurant equipment for new restaurants opened in 2012

LOUISVILLE, Ky.--(BUSINESS WIRE)-- After another strong year of growth, including opening its 3,000th restaurant in North America, Papa John's is again offering franchisees an enticing package of incentives to grow within or join the Papa John's family. Under the company's 2012 Development Incentive Program announced today, qualifying restaurants opening in the U.S. in 2012 under this best-in-class program can receive:

- No franchise fee (\$25,000 value);
- \$50,000 in equipment, including two Middleby-Marshall ovens, which the franchisee may purchase for \$50 after operating for three years;
- A royalty waiver for up to 18 months; and
- A \$3,000 food credit with PJ Food Service, which operates Papa John's fresh dough and food distribution quality control centers, for each restaurant that opens at least 30 days prior to the scheduled opening date.

"Our brand is poised for continued growth in 2012," said John Schnatter, Papa John's Founder, Chairman and CEO. "We are proud to offer this Development Incentive Program to help franchisees grow with us and deliver our 'Better Ingredients. Better Pizza.' to an increasing number of consumers throughout the country."

The program is generally available for new U.S. unit development agreements signed by qualifying franchisees through Nov. 18, 2012, for new restaurant openings on or before Dec. 30, 2012. The incentives are subject to the complete rules and eligibility requirements of the program at the time of signing a development agreement. Full program details are available upon completion and review of a Franchise Application accessible at www.papajohns.com.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 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 XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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