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## **The Adventure Continues: Papa John's Offers XL Explorer Pizza with DVD Release of INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL(TM)**

Partnership with Lucasfilm Ltd. and Paramount Home Entertainment Marks Fifth Collaboration between Papa John's and Family Movie Blockbusters

LOUISVILLE, Ky., Sep 29, 2008 (BUSINESS WIRE) -- Pizza and a movie have always been a go-to meal and entertainment combo for families. And Indiana Jones has always been a go-to hero for adventure-loving audiences. Starting today, they come together.

Pizza ranks as America's favorite food, with 93 percent of Americans eating it at least once a month, while watching movies at home remains one of the top weekend activities for families. To help families savor their favorite food and pastime, Papa John's (NASDAQ: PZZA) is offering the XL Explorer pizza -- an extra-large pizza with up to three toppings for \$13.99 -- to celebrate the release of INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL on DVD and Blu-ray™ High Def. The eagerly awaited DVD release of one of the year's biggest global movie sensations is from Paramount Home Entertainment and Lucasfilm Ltd.

Beginning today, Papa John's customers can purchase the XL Explorer Pizza, which is 30 percent bigger than Papa John's large size, in a limited-edition box featuring a scene from INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL. And, while supplies last, all Papa John's orders include a coupon for \$3 off the purchase of the DVD, which is available beginning October 14.

"We enjoy bringing our customers pizza and entertainment pairings," said Jim Ensign, vice president, marketing communications for Papa John's International, Inc. "With this latest release, Papa John's lovers can explore their favorite, latest adventure pizza by mixing and matching three toppings on the XL Explorer while they watch Indiana Jones."

The fourth big-screen adventure of the world's most intrepid archaeologist, INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL grossed more than \$770 million at the worldwide box office. The unforgettable action-adventure will be available as a two-disc Special Edition DVD and Blu-ray loaded with bonus features, which gives viewers a behind-the-scenes look into this modern classic.

To add to the fun, Papa John's begins airing a new commercial spot today that features footage from INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL, and showcases Papa John's signature fresh ingredients loaded on the new, XL Explorer pizza -- which also contains two more slices than Papa John's large pizza and can feed the family for less than \$15.

And for those who can't wait to get Indy on their TV at home, Papajohns.com today also begins featuring several clips from the movie on its Web site at [www.papajohns.com](http://www.papajohns.com)

Plus, for a limited time, Indiana Jones-themed Papa Card gift cards will be available at all Papa John's restaurants. Papa Card gift cards are available in \$5 increments.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight 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). For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

SOURCE:

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