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Papa John's Fan Favorite Returns: the Philly Cheesesteak Pizza

Iconic, specialty pizza back by consumer demand for \$12; Double Chocolate Chip Brownie for \$6 continues to sweeten up the deal

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Based on high consumer demand, Papa John's is bringing back the Philly Cheesesteak Pizza just in time for the college basketball championship kick-off.

The Philly Cheesesteak Pizza proved to be a fan favorite for any time or season of the year following its initial offering during the holiday season last December. In addition to the Philly Cheesesteak Pizza, Papa John's will continue to offer its Double Chocolate Chip Brownie. This decadent dessert is baked fresh to order and is the perfect treat for a big crowd of friends and family watching the basketball games. Available March 16 through April 26, customers can try the Philly Cheesesteak Pizza for \$12 and the family-sized Double Chocolate Chip Brownie for \$6.

"By bringing back the Philly Cheesesteak Pizza, we want our customers to know we hear them—and we're giving them both the quality and the unique flavor combination of pizza and Philly Cheesesteak that they love," said Bob Kraut, Papa John's chief marketing officer. "We're committed to making everything 'better' for our customers—by using better ingredients on our pizzas to create better experiences for our customers at any occasion."

In celebration, Papa John's is also bringing back Indiana Pacer and NBA All-Star Paul George for a new commercial in which George and Papa John shoot hoops.

Papa John's developed its own approach to the flavors and ingredients of the traditional Philly Cheesesteak. This limited time pizza offer features fresh, never frozen original hand-tossed pizza dough, layered with high-quality toppings—creamy garlic sauce and thinly-sliced steak made by the famous Original Philly Cheesesteak Company. Additional toppings include fresh sliced onion and green peppers covered with mozzarella and provolone cheeses, and baked fresh for everyone to enjoy. Whether you're watching hoops or enjoying a casual day with friends and family, end your pizza meal with the sweet treat of the Double Chocolate Chip Brownie.

The Philly Cheesesteak Pizza and double-chocolate chip brownie will be available at participating 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 13 of the past 15 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 XLIX. 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>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150313005680/en/>

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