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Papa John's Launches Redesigned Web Site to Create Easier Navigation and Ordering Experience

Web Site Redesign is Latest Example of Convenience Innovation Technology Launched by Papa John's to Benefit Customers

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Once again, Papa John's pizza is proving its technology leadership in the industry, this time through its newly redesigned Web site. The new www.papajohns.com site, launched today, offers a fresh look and feel; a clean, less cluttered layout; and most importantly, offers customers easier access to online ordering and navigating content.

One change to the site that will benefit both customers and members of the media or business community is the distinct separation between the customer-facing content where one can place orders, and the corporate content which includes company history, news, and general information. The corporate content will even have its own URL, <http://company.papajohns.com>, which will not only keep the customer portion of the site free from information unrelated to ordering, but will also allow those who want to learn more about Papa John's a one-stop shop for more information.

"Papa John's consistently strives to make placing an order and learning about our company as convenient and easy as possible," said Jim Ensign, Vice President of Marketing Communications at Papa John's. "Our updated Web site will allow those looking for more information the ability to do so with ease; and our customers a more accessible and simpler online ordering experience that will deliver Papa John's hot, fresh pizza onto the dinner tables faster."

Along with the new look and feel, visitors will find many additional updates to the redesigned customer site and corporate site including:

- Direct access to Papa John's international online entities on the corporate site, such as links to Papa John's United Kingdom, Papa John's Canada, and Papa John's Mexico
- Ability to scan Papa John's menu without signing in
- Shortcuts for logging at www.papajohnsonline.com

The redesigned site comes on the heels of the announcement earlier this year that Papa John's surpassed \$1 billion in cumulative online sales, and the recent launch of mobile web ordering by Papa John's. Additionally, the company recently introduced a downloadable suite of widgets that directly link customers to www.papajohns.com for quick, simple ordering, but also offers as many as 12 unique coupons everyday to its database.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine 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). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Source: Papa John's International, Inc.