



March 28, 2006

Order Pizza in Your Pajamas: Papa John's First to Offer 24/7 Online Ordering

LOUISVILLE, Ky., Mar 28, 2006 (BUSINESS WIRE) -- Papa John's (NASDAQ:PZZA), a technology leader as the only national pizza chain to offer online ordering for all of its restaurants, is now providing customers the opportunity to place their pizza orders online 24 hours a day, 7 days a week. When customers go to www.papajohns.com, they can now "plan ahead" their order anytime by specifying the date and time of their delivery or carryout order, up to 21 days in advance.

The company's research and test results confirm that many customers like to order in the morning or shortly after arriving at work to take care of their meal planning for the day. This makes Papa John's the obvious choice for: parents who want to pre-order dinner, including for the babysitter; administrative assistants who need to button up details for an upcoming lunch meeting; and sports fans gearing up for the weekend's big games.

"Before launching this 24/7 platform, online ordering was only available during restaurant operating hours, generally 10 a.m. - 12 midnight eastern time, putting us out of reach for our customers at a time when they might be thinking of placing a plan ahead order," said Nigel Travis, Papa's John's president and chief executive officer. "Now, all of our customers from Hawaii to Maine can enjoy the convenience of ordering pizza through papajohns.com, no matter the time of day or night."

Papa John's is the first national pizza company to offer the 24/7 online ordering convenience to consumers, as the volume of business transacted online by Papa John's continues to increase. In 2005, Papa John's online orders grew by 50 percent from the year before. Recognizing the worthwhile investment, Papa John's spent more than \$1 million to convert its online ordering system to one that would accommodate orders 24 hours a day, 7 days a week.

"We pay a lot of attention to the needs of our online customers, and are adding some things they really want - like plan ahead ordering so customers can order days or even weeks ahead of time and have their hot, fresh Papa John's pizzas and sides delivered on that day any time they want," said Glenn West, Papa John's vice president information services and eCommerce. "We've also recently implemented a 'repeat last order' function to our system, allowing customers to enter their last order with just a few keystrokes."

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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.

SOURCE: Papa John's

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