



February 5, 2012

Heads up! Super Bowl XLVI Coin Toss Lands on 'Heads,' Giving Free Papa John's Pizza to Millions

America's 'Heads' Call in Papa John's 'Super Bowl XLVI Coin Toss Experience' Results in Free Large Pizza and 2-Liter Pepsi MAX to all Papa Rewards Members

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Hey America, are you ready for some free [Papa John's pizza](#) — the Official Pizza Sponsor of the NFL and Super Bowl XLVI? In one of the most anticipated "flips" in history, the coin toss for Super Bowl XLVI landed on "heads" this evening, resulting in a free large one-topping Papa John's pizza and 2-liter Pepsi MAX for the millions of members of Papa John's Papa Rewards customer loyalty program.

Fans who were enrolled in Papa Rewards as of 6 p.m. ET today will receive an email Monday with instructions on how to get their large one-topping pizza and 2-liter Pepsi MAX.

"No matter which team you are rooting for, everyone enrolled in Papa Rewards walks away a winner after Super Bowl XLVI," said John Schnatter, Papa John's Founder, Chairman and CEO. "It's our way of celebrating a terrific NFL season and rewarding our loyal Papa Rewards customers."

America chose which side of the coin it would be on via a popular vote Jan. 22 through Feb. 1 at www.papajohns.com. "Heads" prevailed with 60 percent of the vote.

Papa John's Super Bowl [Coin Toss Experience](#) was supported via an integrated marketing campaign that included a national television commercial featuring NFL stars Peyton Manning and Jerome "The Bus" Bettis, along with Schnatter, as well as digital media advertising, social media, media relations, and interactive, video-rich Web pages at www.papajohns.com.

Papa John's is in the second year of a multi-year sponsorship with the NFL.

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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl 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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NO PURCHASE NECESSARY. ONLY PAPA REWARDS MEMBERS AS OF 6 PM ET ON 2/5/12 WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 13 AND OLDER MAY BE ELIGIBLE TO RECEIVE A PRIZE. VOID WHERE PROHIBITED. Voting takes place from 1/22/12 to 2/1/12. For Official Rules, visit www.papajohns.com.

For broadcast- and print-ready video, photos and logos, visit: <http://papajohns.centralcast.net>

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