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## Papa John's Surpasses \$1 Billion in Online Sales

Pioneer of Online Ordering Continues to Use Technology to Lead in Convenience Innovation

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 7, 2008--Papa John's International, Inc. (NASDAQ: PZZA) - who in 2001 was the nation's first pizza company to offer online ordering, at [www.papajohns.com](http://www.papajohns.com) - has surpassed \$1 billion in online sales, the company announced today.

"This is a significant milestone for Papa John's, as we pride ourselves in being at the forefront of using technology to make it convenient for our customers to order," said Nigel Travis, Papa John's president and chief executive officer. "Our customers are technologically savvy and always looking for the easiest ordering option, as evidenced by this landmark \$1 billion sales number."

Papa John's online sales have grown exponentially since 2001, with online sales on average growing more than 50% each year and nearly reaching \$400 million in 2007 alone. Today, more than 20% of all Papa John's sales come online or via text, and the company believes sales via online, text and other alternative access channels could one day surpass traditional telephone orders.

"It took us seven years to reach our first billion in online sales, and at our current pace and growth rate it will take us less than three years to hit our next billion," noted Jim Ensign, Papa John's vice president, marketing communications.

Since online ordering first launched seven years ago, Papa John's has invested more than \$15 million in its online ordering technology, with upgrades and innovations including:

- Plan ahead ordering, allowing customers to place orders up to 21 days in advance
- 24/7 online ordering, letting customers log on outside of business hours to place their orders
- "Repeat Last Order" function, replicating a customer's most recent order with just one click
- "Favorites Wizard," allowing customers to save their most frequent menu combinations
- Spanish language ordering

And in November 2007, Papa John's took the convenience of online ordering one step further when it became the first national pizza company to offer SMS/text ordering for customers throughout the U.S. Customers who have set up their favorite orders at [papajohns.com](http://papajohns.com) can text their orders to 4PAPA in just a couple of easy clicks.

"We were the first to launch online ordering nationally, the first to launch text ordering nationally, and we will continue to look for ways to make it easier to order our product wherever and whenever our customers want," commented Glenn West, senior vice president, information services and eCommerce.

The biggest days for online pizza orders? February's "Big Game," Halloween, and the day before Thanksgiving.

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). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index 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](http://www.papajohns.com).

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