



February 2, 2015

Papa John's Recreates a Classic to Satisfy Big Appetites With The Bacon Cheeseburger Pizza

Now Through March 15 get the Bacon Cheeseburger Pizza for \$12 and NEW Double Chocolate Chip Brownie for only \$6

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Beginning February 2, Papa John's is recreating one of last year's all-time fan favorites by adding hickory-smoked bacon to the Cheeseburger Pizza. To top things off, chocolate lovers also have the option to pair their Bacon Cheeseburger Pizza with the newest, sweetest introduction to the Papa John's menu: the Double Chocolate Chip Brownie. It's a pound of brownies for only \$6—which makes it a delicious value.

This limited-time product offer starts Feb. 2 and lasts through March 15. The high-quality ingredients in the Bacon Cheeseburger Pizza include 100-percent real beef, hickory-smoked bacon, dill pickle slices, freshly cut Roma tomatoes and mozzarella cheese, all layered on a fresh, never frozen original hand-tossed crust and zesty burger sauce. A pizza, burger and bacon, all in one tasty bite, combines three of America's greatest hits for just \$12.

"Everything tastes better with bacon," said Bob Kraut, Papa John's chief marketing officer. "Customers loved our take on the cheeseburger pizza last year, and we listened to them, bringing back one of their favorites but raising the bar with the mouth-watering combination of the Bacon Cheeseburger Pizza."

And for a sweet ending to your meal that the whole family will love, customers can also purchase the Double Chocolate Chip Brownie. It's a rich, decadent brownie with a cake layer on the outside and a delectable, chocolate chip brownie on the inside. Cut into nine squares and served warm for you to enjoy, the Double Chocolate Chip Brownie is a sensational treat that can't be passed up.

The Bacon Cheeseburger and Double Chocolate Chip Brownie offers will be available at all 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>.

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