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Must-Watch TV, Must-Eat Papa John's

Partnership with Entertainment Weekly and EW.com Spotlights Papa John's Advance Online Ordering Option for America's Favorite TV Nights

LOUISVILLE, Ky., May 14, 2007 (BUSINESS WIRE) -- Whether it's Tuesdays and Wednesdays on FOX, Mondays on NBC, or Thursdays on ABC, everyone has their own must-watch TV nights. Forget the TiVo ... watch your favorite shows "live" or risk being left out of the water cooler conversation the next morning.

For those evenings when your only appointment is with your couch and television set, rely on Papa John's advance online ordering to take care of dinner. Just in time for Spring sweeps, Papa John's has partnered with Entertainment Weekly and its online counterpart, EW.com, to spotlight its advance online ordering option, which allows customers to place their order online well before they even pick up the remote control.

At the office surfing EW.com to find out what happened on your favorite show last night or for breaking industry news? While you're at it, log on to www.papajohns.com to order your family's favorite pizza and sides for that evening, simply indicating your preferred time of delivery or pick-up. And if you can't wait for this season's gut-wrenching finale episode, place your order at www.papajohns.com up to 21 days in advance. Papa John's even offers a "repeat last order" function, making online ordering quick and simple.

"Though you may not know who's going to get voted off your favorite show this week, you can always count on Papa John's to give you 'Better Ingredients. Better Pizza.' every night," said Jim Ensign, vice president of marketing communication at Papa John's.

Headquartered in Louisville, Kentucky, (NASDAQ: PZZA) is the world's third largest pizza company. For seven 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 International, Inc.

Papa John's International, Inc.
Tish Muldoon, 502-261-4987
Director, Community & Public Relations