



November 21, 2014

Papa John's Kicks off the Holiday Season with the NEW Philly Cheesesteak Pizza and the NEW Red Kettle Cookie

Limited Time Offers available Nov. 24 through Dec. 28, portion of proceeds for the Red Kettle Cookie directly benefit The Salvation Army

LOUISVILLE, Ky.--(BUSINESS WIRE)-- It's the most wonderful time of the year and Papa John's is getting into the holiday spirit. To celebrate this time of family and giving, Papa John's revealed its latest culinary innovations, the Philly Cheesesteak Pizza and The Salvation Army Red Kettle Cookie. A portion of the proceeds from each cookie sold during this period will go to The Salvation Army Red Kettle Campaign, the longest fundraising program for the Army and one of most recognizable sights and sounds of the holiday season.



Papa John's Kicks off the Holiday Season with the NEW Philly Cheesesteak Pizza and the NEW Red Kettle Cookie (Photo: Business Wire)

from the Original Philly Cheesesteak Company to bring the authentic taste of Philly to our pizza. Our new pizza and the Red Kettle Cookie is a winning combination for both the holidays and the community. We are proud to be partnering with The Salvation Army this season."

The Red Kettle Cookie, another unique holiday twist on Papa John's popular treat, the Chocolate Chip Cookie, was created in partnership with The Salvation Army to support the annual Red Kettle Campaign. By teaming up with The Salvation Army on one of the most recognizable sights and sounds of the holiday season, Papa John's is providing customers the opportunity to support this organization by purchasing a delicious holiday treat. A portion of proceeds from the \$6 cookie will be used to support The Salvation Army, which provides food, shelter, addiction recovery assistance, after-school programs and many other services for nearly 30 million of America's most vulnerable every year. Papa John's will donate 50 cents per cookie sold, up to \$300,000 through December 28, 2014.

"Papa John's has been an incredible partner to The Salvation Army over the years and we are grateful for their continued support, particularly during our most crucial fundraising season," said Lieutenant Colonel Ron Busroe, community relations and

A limited time product offering through December 28, the Philly Cheesesteak Pizza is Papa's own take on the traditional flavors and ingredients of the Philly Cheesesteak, stacked up on top of his signature, hand-tossed pizza dough. The pizza is then layered with creamy garlic sauce and thinly-sliced steak made by the famous Original Philly Cheesesteak Company. Additional toppings include fresh sliced onion and green peppers, then covered with mozzarella and provolone cheese and baked fresh for the whole family to enjoy. For just \$12 per large pizza, you'll enjoy the savory flavors of a new twist on a regional American favorite.

"We've worked hard to capture those same familiar, savory flavors in this pizza," said Bob Kraut, Papa John's chief marketing officer. "If you like pizza and you like cheesesteak, we hope that you will also like this new combination. Papa John's is known for sourcing the very best ingredients available, which is why we decided to use steak directly

development secretary for The Salvation Army. "The money raised by the sales of the Red Kettle Cookie will help The Salvation Army continue to make a positive impact in the lives of those in need year round."

Both 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>.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in 1865, has been supporting those in need in His name without discrimination for 129 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 82 cents of every dollar raised is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

About the Red Kettle Campaign

From its humble beginnings as a program started by a Salvation Army captain in San Francisco in 1891, the Red Kettle campaign has grown into one of the most recognizable and important charitable campaigns in the United States. It provides toys for kids, shelter for the homeless, food for the hungry and countless social service programs year-round. Each year, more than 25,000 Red Kettles will be accompanied by Salvation Army volunteers throughout the country to ring bells and solicit donations.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141121005967/en/>

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