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## **Papa John's to Give Away 1 Million Pizzas to Papa Rewards Members Throughout NFL Season**

***Consumers Registered for Papa Rewards Online Customer Loyalty Program Have Chance to Win One of 60,000 Free Pizzas Each Week During Regular Season***

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's](#), the Official Pizza Sponsor of the NFL, announced today that it is kicking off the 2011 NFL regular season where it left off at Super Bowl XLV — offering all of America the chance to win a free large one-topping pizza.

With the season set to kick off this Thursday, Papa John's is rewriting the playbook by announcing the first-ever and one-of-a-kind [Million Pizza Giveaway](#) to members of its Papa Rewards online customer loyalty program.

"We are pleased to bring the excitement of free pizza during football season to our existing loyal customers and new enrollees in the Papa Rewards loyalty program at [papajohns.com](#)," said Andrew Varga, Papa John's Chief Marketing Officer. "The Million Pizza Giveaway gets our pizza right where we want it — in the mouths of new and existing Papa Rewards members. Once people try Papa John's quality pizza, they will come back again and again — and the Papa Rewards program will reward them for it."

Beginning today, current Papa Rewards members and consumers who sign up for Papa Rewards at [www.papajohns.com](#) will have the chance to be randomly selected to receive one of the 60,000 free large one-topping pizzas Papa John's will award each week during the NFL regular season in the form of 20 Papa Rewards points deposited in their account. Consumers can enroll any time throughout the regular season, and can also get information about the Million Pizza Giveaway by liking Papa John's on Facebook.

Papa John's is in the second year of a multi-year sponsorship with the NFL and is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company with more than 3,700 restaurants in 32 countries. 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 XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](#).

**NO PURCHASE NECESSARY.** Legal residents of the 50 United States (D.C.) 18 years or older. Ends 1/1/12. To enter and for Official Rules, including odds, and prize descriptions, visit [papajohns.com](#). Void where prohibited. To opt out, send an email to [paparewards@papajohns.com](#).

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