



September 6, 2007

Papa John's: The Official Pizza of America's Football Fans

Chain Calls for "All out Blitz" of Employees Starting Tonight as Start of Football Season Kicks off Busiest Time of Year for Papa John's

LOUISVILLE, Ky., Sep 06, 2007 (BUSINESS WIRE) -- With the official start of professional football season tonight, Papa John's is proud to be the "Official Pizza of Football Fans" across the country. And the nation's third largest pizza chain is making sure its more than 2,600 U.S. restaurants are fully staffed this week, and all football season, to feed America's hunger. No Papa John's team member - not even Papa John himself - will have these important days off.

In fact, when pro football's opening night kicks off tonight, Papa John's expects to have one of its busiest Thursday nights of the year, with a big portion of those sales coming online at www.papajohns.com, the brand's popular and convenient online ordering site. An amazing fact about pizza and football: Papa John's expects to sell more than 10 million pizzas on Sundays alone during this football season!

"Our team members know they have a big job to do feeding football fans across the country," said Jim Ensign, vice president, marketing communications for Papa John's. "We won't rest until the clock runs out on Monday night and every football fan - win or lose - goes to bed with a full stomach."

To celebrate the beginning of football season, Papa John's is introducing a special online offer, available tonight, this weekend and on most other big football viewing days throughout the season: buy a large specialty pizza at www.papajohns.com at regular menu price and receive a large one-topping pizza for just 99 cents!

As an official corporate partner with six professional football teams - the Dallas Cowboys, Denver Broncos, Indianapolis Colts, Miami Dolphins, Tennessee Titans, and Washington Redskins - and many top universities throughout the country, Papa John's restaurants across the country see a significant spike in sales with the start of each season. For anyone keeping score, Papa John's is also the title sponsor of the University of Louisville's Papa John's Cardinal Stadium, as well as the Papajohns.com Bowl in December.

And for those fans who want to focus on their fantasy football picks rather than placing their pizza order on game day, Papa John's offers the perfect game plan: advance online ordering at www.papajohns.com. Simply log on to the Papa John's website, choose your favorite pizzas and side items and specify the time of delivery or pick-up (up to three weeks in advance). It's that simple.

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). 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