



**Media Contact:**

Peter Collins

Senior Director, Public Relations

(502) 261-4233, [peter\\_collins@papajohns.com](mailto:peter_collins@papajohns.com)

## **Papa John's Kicks Off NFL Season with First-time Fan Peyton Manning, J.J. Watt, and New 'Sweet' Offer**

*Pizza Maker Releases New Campaign that Touts Deals for Two Medium Two-Topping Pizzas, New Cinnamon Pull-Aparts, and a Redeemable Papa Rewards NFL Kickoff Bounceback Offer*

**LOUISVILLE, KY.** (August 22, 2016)— This football season, Papa John's is getting ready for game day with the help of the NFL's newest fan—Peyton Manning. Papa John is joined by the legendary quarterback in his new role as a first-time spectator, hosting his own game-day party in the new integrated marketing campaign. The [television spot](#), which also features the Houston Texans' All-Pro and reigning NFL Defensive Player of the Year J.J. Watt, kicks off the NFL season with an offer too sweet to fumble.

"We're excited to celebrate the start of football season alongside Peyton as he experiences the game as a fan for the first time," said "Papa John" Schnatter, Founder, Chairman and CEO of Papa John's. "Our All-Pro NFL lineup of Peyton and J.J. continues to make for a *better* team, as they both share our passion to deliver quality experiences to NFL fans."

In the television spot, which will air on Monday, August 22 and run on ESPN, NFL Network, Spike, FX, and Comedy Central, fans will see Peyton wearing a different type of uniform, one more adept for baking rather than throwing footballs. Whether decorating cupcakes or his trophy case, it's still with the same MVP effort he's a legend for on the field.

In addition to his cameo in the new creative, J.J. Watt, who joined the Papa John's team last year, will be featured on his first national, NFL-themed pizza box.

"It's always great to be able to partner up with Peyton & Papa John for these commercials and it is an honor to be featured on the new pizza box across the entire nation," said NFL Defensive Player of the Year J.J. Watt.

Starting August 22, pizza fans can celebrate their game day experience with Papa John's special NFL kickoff offer: two medium two-topping pizzas for only \$6.99 each, and a brand new dessert, the Cinnamon Pull-Aparts for just \$6. These bite-sized treats are made from the same quality ingredients

customers expect from Papa John's—featuring sweet roll dough covered in cinnamon and sugar, topped with cinnamon crumbles, then baked and drizzled with icing and perfect for sharing.

Papa Rewards customers that spend \$15 or more on this special NFL kickoff offer between August 29 and September 11 will receive 25 bonus Papa Rewards points redeemable for a FREE PIZZA with up to three toppings, or other available reward options, from August 30 to September 25. Rewards members will be required to use the promo code "KICKOFF" when placing their online order to qualify for the 25 Bonus Points; the points will be deposited in their Papa Rewards account the next day. This delicious deal is a touchdown for football enthusiasts everywhere who want better ingredients and better pizza while hosting game-day tailgates.

The two medium two-topping pizzas, new Cinnamon Pull-Aparts dessert and the Papa Rewards NFL Kickoff Bounceback offers will be available at all Papa John's restaurants nationwide and can be ordered online at [www.papajohns.com](http://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 15 of the past 17 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 LI. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/papajohns](http://www.facebook.com/papajohns), Twitter at [twitter.com/papajohns](http://twitter.com/papajohns), YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](http://instagram.com/papajohns), Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza), and Vine at [vine.co/papajohns](http://vine.co/papajohns). Looking to be a part of something Better? Learn more about franchising with Papa John's at [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

###