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Papa John's Returns as 'Official Pizza of Football Fans'

Customer-satisfaction leader delivers special offer during football weekends in September: Buy 2, one-topping large pizzas online at www.papajohns.com for only \$20

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 12, 2008--The players have taken the field. The coin has been tossed. The fans have settled in ... and the ovens are fired up? That's right; with the kickoff of football season, Papa John's has suited up for its busiest season of the year as the "Official Pizza of Football Fans." And just like the players, team members at Papa John's 2,700+ U.S. restaurants are geared up, trained, and ready to deliver for sports fans again this year.

Over the next four months, fans will take to their favorite armchairs with remote in-hand to watch their teams duke it out. And as the nation's third-largest pizza chain, Papa John's is dishing up a special offer for football weekends during September - 2, one-topping large pizza for only \$20 when ordered online at www.papajohns.com.

"Just like it's the players' job to entertain fans and bring home a win, it's our job to keep those fans well-fed and energized on game days," said Jim Ensign, vice president, marketing communications for Papa John's. "We won't rest until the hunger of every fan is satisfied."

Papa John's expects to sell more than 10 million pizzas on Sundays during this football season, with a big portion of those sales coming online at www.papajohns.com, the brand's popular and convenient online ordering site.

Pizza is considered America's favorite food, with 93 percent of Americans eating at least one slice per month and the average American consuming 23 pounds of pizza per year. In the United States, roughly 350 slices of pizza are enjoyed every second, which is roughly 100 acres per day. That's enough pizza to cover more than 75 football fields!

As the official pizza or corporate partner of six professional football teams - Indianapolis, Dallas, Miami, Tennessee, Washington and Philadelphia - 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 proud sponsor of the University of Louisville's Papa John's Cardinal Stadium, as well as the Papajohns.com Bowl in December.

And for those fantasy football fans out there who don't want to miss a minute of the game by ordering 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 Web site, 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 nine 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). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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