



July 15, 2013

Papa John's Signs Partnership Deal to Be the Official Pizza Partner of The Football League in the United Kingdom

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the Official Pizza Sponsor of the NFL, today announced it has signed an agreement as the Official Pizza Partner with another elite football league -- The Football League in the United Kingdom.

The agreement represents the first UK sport sponsorship by the world's third largest pizza company. With more than 200 restaurants throughout the country, fans of clubs in the Championship, League 1 and League 2 are set for a large slice of the action when the season kicks off next month.

"Papa John's is the recognized leader in quality, which extends from our superior pizza to our leading-quality partners," said John Schnatter, Papa John's founder, chairman and CEO. "Much like the NFL in the US, The Football League is a premier brand in the UK, and we are delighted to be associated with the league and its passionate fans."

The deal allows Papa John's the exclusive rights to The Football League's marks, and its digital assets, including online banners, dedicated emails to league and club fans, and exclusive Facebook and Twitter promotions.

"This is a partnership that will be really popular with fans," said Richard Heaselgrave, The Football League's chief commercial officer. "Like our clubs, Papa John's restaurants are located in towns and cities across the country and they will reach out to supporters with a range of promotions and custom offers."

Formed in 1888 by its 12 founder members, The Football League is the world's original league football competition and is the template for leagues the world over. With 72 member clubs, it is also the largest single body of professional clubs in European football and is responsible for administering and regulating the Capital One Cup and Johnstone's Paint Trophy, as well as reserve and youth football.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 12 of the past 14 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 XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, on Twitter at <http://twitter.com/PapaJohns>, or on our blog at www.papajohnsblog.com.

Papa John's International, Inc.
Darryl Carr, 502-261-4318
Director, Corporate Communications
Darryl_Carr@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media