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Papa John's and Coca-Cola Sign 7-Year Beverage Agreement

LOUISVILLE, Ky.--(BUSINESS WIRE)--June 14, 2005--Papa John's International, Inc. (NASDAQ:PZZA) announced today the signing of a new 7-year agreement that will extend its 21-year relationship with Coca-Cola® through 2011. Under the terms of the agreement, Coca-Cola will continue to be the premier beverage provider for more than 2,600 Papa John's® restaurants throughout the United States.

Papa John's President and CEO Nigel Travis; Dan Marr, President, North American Sales, for Coca-Cola Enterprises; and Bill Levisay, Senior Vice President, Coca-Cola North America Customer and Alliance Marketing, signed the agreement today during a live national satellite broadcast from the Atlanta headquarters of The Coca-Cola Company to Papa John's and Coca-Cola associates.

"We are pleased to continue our relationship with Coca-Cola, one of the premier brands in the world," commented Nigel Travis, Papa John's President and CEO. "We view this as a win for our franchise and corporate operators, and a win for our customers."

"This achievement is a testament to our company's ability to deliver a beverage program tailored to the needs of the consumer and the Papa John's system," said Dan Marr, President, North American Sales, for Coca-Cola Enterprises. "Our success is built on the strength of our sales and distribution system and our ability to collaborate with Papa John's on great marketing promotions and integrated customer innovation."

Papa John's, the world's third largest pizza company, has been rated #1 in customer satisfaction among all national QSR chains for six straight years in the American Customer Satisfaction Index (ACSI). As of May 22, 2005, Papa John's had 2,859 restaurants (571 company-owned and 2,288 franchised) operating in 49 states and 18 countries. Papa John's also franchises 115 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit www.papajohns.com.

Coca-Cola Enterprises Inc. (NYSE:CCE) is the world's largest marketer, distributor and producer of bottle and can liquid nonalcoholic refreshment. Coca-Cola Enterprises sells approximately 80 percent of The Coca-Cola Company's bottle and can volume in North America and is the sole licensed bottler for products of The Coca-Cola Company in Belgium, continental France, Great Britain, Luxembourg, Monaco and the Netherlands.

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