



October 7, 2010

Papa John's Scores Home Field Advantage as Official Pizza of New Meadowlands Stadium, N.Y. Jets and N.Y. Giants

Sponsorship includes on-premise pizza sales, local deals for tri-state area fans

LOUISVILLE, Ky., Oct 07, 2010 (BUSINESS WIRE) -- While New Meadowlands Stadium shares its facility with two NFL teams, it is now home to only *one* pizza provider - Papa John's.

Resulting from a partnership announced today by Papa John's International, Inc. (NASDAQ: PZZA) and New Meadowlands Stadium, all 82,000-plus fans attending each New York Giants and New York Jets home games, as well as other stadium events, are able to enjoy the fresh taste of Papa John's.

Papa John's pizza will be sold at pizza stands throughout the stadium and will be available on suite and club menus beginning mid-November.

The sponsorship further enhances Papa John's position as the Official Pizza Sponsor of the NFL and Super Bowls XLV, XLVI and XLVII through the 2012 NFL season, and brings to 14 the number of NFL franchises for which Papa John's is the official pizza sponsor, including the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

"From the earliest building plans to the final construction of the stadium, we have paid the utmost attention to delivering the very best fan experience," says Mark Lamping, President and CEO of New Meadowlands Stadium Company, LLC. "Partnering with Papa John's further proves our dedication to superior quality in everything we do and sell here."

"We are excited to be the Official Pizza of New Meadowlands Stadium and to provide special offers to Jets and Giants fans, and other visitors to this incredible stadium," said Richard Schragger, NYC Co-op President for Papa John's. Papa John's has over 130 locations throughout the tri-state area.

"Consistent with our brand promise, Papa John's always delivers better ingredients, better pizza, which, in our eyes, makes for a better football experience," said Andrew Varga, Papa John's Chief Marketing Officer.

As the Official Pizza Sponsor of the NFL, Papa John's is offering Free Toppings Football -- a large pizza for \$10 with up to three free toppings.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 11 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

The New Meadowlands Stadium, home to the New York Giants and New York Jets, sets the standard for venue excellence, with state-of-the-art technology, comfort and amenities. With a full seating capacity of 82,500, the New Meadowlands Stadium is the third-largest stadium in the National Football League. Highlights include four massive 30' X 118' HD video display boards in each of the stadium corners; a 48" X 1810' ribbon board that circles the interior bowl; 2100 + HD Monitors throughout the stadium; and 20 HD video pylons ranging in size from 20' X 40' to 20' X 60'. Outside the stadium, a 350,000-square-foot outdoor plaza will boast fan-centric activities and pregame entertainment zones. The new stadium will have numerous dining options, wider concourses and more HD square footage than any other stadium in North America. A signature amenity of the

stadium is the brand new rail line that drops off passengers directly in front of the stadium.

© 2010 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

SOURCE: Papa John's International, Inc.

Papa John's:

Tish Muldoon, 502-261-4987

Sr. Dir., Public Relations

tish_muldoon@papajohns.com

or

New Meadowlands Stadium:

Rubenstein Communications, Inc.

Alice McGillion, 212-843-8039

AMcGillion@Rubenstein.com

Copyright Business Wire 2010