



June 25, 2015

Papa John's Offers Better Ingredients for a Better Summer with Pizza. Pepsi. Rock. Sweepstakes

Buy a large two-topping pizza and a two-liter of Pepsi® for \$12; Receive a prize code for chance to win Live Nation® Concert Cash®, free pizza or Pepsi products

LOUISVILLE, Ky.--(BUSINESS WIRE)-- This summer, what's better than the dynamic duo of pizza and Pepsi? How about pizza, Pepsi and live music featuring your favorite artists? Get ready to rock all summer long with Papa John's *Pizza. Pepsi. Rock.* Sweepstakes.

For a limited time, customers who visit PapaJohns.com and purchase the Pepsi Summer bundle—one large two-topping pizza and a two-liter of Pepsi deal for \$12—using the promo code "ROCK12" will receive a prize code that can be redeemed for prizes such as (2) \$125 Live Nation® Concert Cash codes, and free pizza and Pepsi products, or a special Papa John's discount. This offer is perfect for customers looking to save during the summer on family dinners and neighborhood gatherings with friends. Add in the opportunity to see your favorite artist live on stage, and this sweepstakes is sure to bring fans to their feet.

"Our Pizza. Pepsi. Rock. sweepstakes offers our customers the perfect summer combination of great pizza, cold drinks and music," said Bob Kraut, Papa John's chief marketing officer. "With this Concert Cash deal, and by partnering with Pepsi and Live Nation, we're able to give our customers a chance to see their favorite band or artist in-concert this summer."

For those ready to rock, entering the sweepstakes is simple. Just log onto PapaJohns.com and order the Pepsi Summer bundle using the product promo code "ROCK12." After ordering, customers will receive a prize code which can then be redeemed online to reveal prizes or special offers. Daily prizes include (2) \$125 Live Nation® Concert Cash codes, free large one-topping pizzas or free two-liter Pepsi products, or special discount offer for 25 percent off their next regular menu priced order.

NO PURCHASE NECESSARY. Ends 8/23/14. Mail-In entries may be post marked on 8/24/15. Open to legal residents of 50 US/DC, 18 years or older (19 in Alabama and Nebraska). Go PJPizzaPepsiRocks.com for Official Rules including how to enter without a purchase, odds, prizes, and details. Void where prohibited by law. Sponsor: Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, NY 10577.

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 13 of the past 15 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 XLIX. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150625006412/en/>

For Papa John's International, Inc.
Amy Salloum, 404-443-7355
amy.salloum@edelman.com

Source: Papa John's International, Inc.

