



November 22, 2006

## Papa John's Delivers New Twist on Pizza and a Movie

Alliance with BLOCKBUSTER Total Access™ at papajohns.com brings pizza, movies and a gift card

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 22, 2006--Go ahead. Put your feet up. Relax. Grab the remote and settle in for a comfy night at home, just you, your pizza and a good DVD. And if that doesn't sound good enough . . . how about \$10 off the next pizza? Do we have your attention now?

Starting today, at [www.papajohns.com](http://www.papajohns.com) customers can get unmatched access to movies free for a 14-day trial period through a new alliance with Blockbuster and BLOCKBUSTER Total Access™. Customers who sign-up online at [www.papajohns.com](http://www.papajohns.com) for the new Blockbuster online movie rental program will also receive a free \$10 Papa Card for use toward their next purchase of Papa John's pizza, side items or beverages.

BLOCKBUSTER Total Access is a new rental program that gives online subscribers unprecedented access to movies. It provides online customers the option of returning their DVDs through the mail or exchanging them at one of more than 5,000 participating Blockbuster stores for free in-store movie rentals. For each online rental exchanged in the store, customers can receive a free in-store movie rental. In-store movies are still subject to store rental terms, including due dates, and must be returned to the store from which they were rented.

"Pizza and movies are an irresistible combination," said Sean Muldoon, vice president of partnership development, Papa John's International, Inc. (NASDAQ: PZZA). "Papa John's delivers pizza to the door, and in addition to its extensive store network, Blockbuster delivers DVDs to the mailbox and it is all done online from the comfort of your own home. And, we're upping the ante by offering a \$10 Papa Card during the busy holiday season to customers who sign up for the rental program through [www.papajohns.com](http://www.papajohns.com)."

As Papa John's online business continues to grow, increasing by more than 50 percent year-over-year in 2006, continued special offerings to online customers are a win-win for the company and its customers. Recent online small group research shows that more than 70 percent of Papa John's customers are eating pizza while watching DVDs at least once a month providing further incentive to implement the popular pizza and a movie concept.

"We've enjoyed working with Papa John's in the past and we look forward to increasing our awareness of BLOCKBUSTER Total Access with their customer base through this new alliance," said Curt Andrews, Blockbuster chief marketing officer. "Pizza and a movie are a great mix and now, when a customer's favorite pizza is delivered they can already have a movie ready to watch, whether it was delivered through our online service or something they picked up from one of our stores. Only BLOCKBUSTER Total Access can offer online customers the convenience and selection of the more than 60,000 titles available online coupled with the ability to immediately exchange their online movies for free in-store rentals."

### Facts About [www.papajohns.com](http://www.papajohns.com)

- Papa John's is the only national pizza chain with online ordering available from all of its U.S. restaurants.
- Papajohns.com features 24/7 plan-ahead ordering, allowing orders to be placed online up to 21 days in advance.
- A "repeat last order" function allows customers to enter their last order with only a few keystrokes.
- Papa John's recently made papajohns.com online ordering available in Spanish.

### Papa John's and Blockbuster Alliance

- Blockbuster has been featured for a limited-time only on Papa John's pizza boxes.
- Papa John's and Blockbuster team to provide BLOCKBUSTER Total Access and \$10 Papa Card to subscribers.

## About Papa John's

Headquartered in Louisville, Kentucky, Papa John's (NASDAQ: PZZA) is the world's third largest pizza company. For seven years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

## About Blockbuster

Blockbuster Inc. (NYSE: BBI, BBI.B) is a leading global provider of in-home movie and game entertainment with approximately 8,500 stores throughout the Americas, Europe, Asia and Australia. The company may be accessed worldwide at [www.blockbuster.com](http://www.blockbuster.com).

CONTACT: Papa John's  
Tish Muldoon,  
Director,  
Community & Public Relations  
502-261-4987

SOURCE: Papa John's