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Papa John's Celebrates 10 Years of International Operations and 500 International Restaurants with Grand Opening in Turkey

LOUISVILLE, Ky., Oct 13, 2008 (BUSINESS WIRE) -- A decade ago Apple rolled-out the first iMac computer, HDTV was first introduced to the public, and Papa John's International, Inc. (Nasdaq: PZZA) opened its first restaurant outside of the United States in Mexico City. Fast-forward 10 short years, and the world's third-largest pizza company today commemorates its 500th international restaurant with a grand opening celebration in Istanbul, Turkey.

"We are very pleased with the steady growth of Papa John's in the international arena over the last 10 years," said David Flanery, Papa John's chief financial officer and head of the company's international division. "With more than 500 restaurants operating in 29 countries and territories, we are able to deliver on our 'Better Ingredients. Better Pizza' brand promise in virtually every corner of the world, from Europe to Asia, and South America to the Middle East."

An increasing number of consumers around the world will have the opportunity to experience Papa John's award-winning pizza over the coming months and years, as the company recently announced a series of international development agreements, including 100 in Malaysia and an additional 56 restaurants in Canada. Papa John's now has signed development agreements for franchisees to open an additional 1,000+ international units over the next 8 -- 10 years.

"Over the past couple of years we have had a concerted focus on our international operations, and have significantly ramped-up our development efforts," said Flanery. "International development is the long-term growth engine for Papa John's, and we will continue to bring a better pizza experience to more and more consumers around the world."

As part of the celebration for this important milestone, Papa John's will undertake an international sampling program over the coming weeks in which restaurants in most international markets will offer samples of the company's signature pizzas. The specific dates and details for the sampling program will be communicated in each market.

"The global sampling program is our way of thanking customers around the world who have helped make Papa John's a key player in the global pizza market," said Tim Scott, Papa John's vice president, international marketing. "It also gives those consumers who have not yet had a chance to try our products the opportunity to taste for themselves how much better a pizza made with superior-quality ingredients tastes."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

SOURCE: Papa John's International, Inc.

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