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Busted Brackets: Just 45 Entrants Remain Perfect after Day One in Million-Pizza Bracket Challenge from Papa John's

Less than 1 percent survive first 16 games with a perfect bracket - results serve as barometer for office pools across the country

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 17, 2006-- Why does the annual big college basketball tournament capture the imagination of our nation? A quick look at the Papa John's (NASDAQ:PZZA) Perfect Bracket Challenge at sportingnews.com provides the answer:

- Nearly 90,000 people entered the Papa John's Perfect Bracket Challenge online at SportingNews.com. The challenge was simple
 - if anyone fills out a perfect bracket, correctly choosing the winner in all 63 games, Papa John's will provide 1,000,000 pizzas for all the entrants to split, and the contestant with the most correct games will receive free pizza for a year, along with a lifetime subscription to Sporting News magazine.
- The first 16 games were played on Thursday, with several mildly surprising results but no shocking upsets. But still...
- Of nearly 90,000 people who entered the Papa John's Perfect Bracket Challenge, ONLY 45 PEOPLE correctly picked the winners in all 16 games yesterday!

THAT MEANS LESS THAN ONE PERCENT OF THE ENTRANTS ARE STILL ALIVE IN THE PAPA JOHN'S PERFECT BRACKET CHALLENGE!

"What makes day one results even more amazing is pizza lovers and visitors to SportingNews.com are among the most informed sports fans around," said Bill Van Epps, Papa's John's chief operations officer. "Obviously, all attention today is upon our 45 ace prognosticators to keep hope alive while we keep the ovens on at Papa John's, ready to bake 1,000,000 pizzas in the event of a perfect bracket. We still believe!"

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SOURCE: Papa John's