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Dinner on Your Desktop: Papa John's Launches 'myPapa' Suite of Widget Applications

New Applications, Start Page Modules and Embeddable Widgets Deliver Specials and Favorites Right to Desktop

LOUISVILLE, Ky., May 19, 2008 (BUSINESS WIRE) -- In its continuous quest to be the technology leader among the nation's pizza companies - first introducing system wide online ordering in 2001 and then text message ordering in 2007 - Papa John's (NASDAQ: PZZA) has now launched 'myPapa(SM)', a unique set of widgets that streams exclusive product discounts, personalized Favorites, and incentives to customers' desktops. The suite of widgets can also be embedded on favorite personalized startpages and available right where consumers log on to receive up-to-date information.

Downloadable at www.papajohns.com, myPapa users now have access to a number of features not available through Papa John's traditional online and e-mail channels.

Every day, myPapa customers will receive as many as 12 custom discounts and product offers, accessible by simply clicking on the myPapa widget installed on their computer desktop. These discounts and online coupons will be restaurant-specific and streaming 24-hours a day.

"MyPapa will offer deals that are relevant to each individual customer and will be accessible the minute hunger strikes. No sifting through e-mails, newspaper coupons, or online offers necessary - it's all right there on your desktop, start page, social network page or blog," said Jim Ensign, vice president of marketing communications for Papa John's International, Inc. "Does your family order the same two pizzas every week? Then you will love the convenience of ordering a Favorite with a click. Or are you always the first to try Papa John's new specialty pizzas and side items? Then you'll be the first to hear about new additions made to our menu."

According to eMarketer, widgets are implemented by many of the 69 million adults and 15 million teens who will use social network sites in 2008. That represents 43.5% of adults and 77% of the teen Internet population.

With just a click of the mouse, customers can select the Papa John's pizza box icon displayed on their desktop to access discount offers and place an order. As with www.papajohns.com, advance online ordering is also accessible via myPapa - letting customers place their order up to 21 days in advance of their preferred delivery or pick-up date and time. In addition, myPapa provides direct access to the Papa John's menu and nutritional information, restaurant locator, and catering menu, and even allows pizza lovers to send Papa John's gift cards.

"Having recently surpassed the \$1 billion mark in online sales, we strive to continue offering digital innovations that make our customers' lives easier," said Ensign. "MyPapa is our latest convenience innovation for customers - a convenient and non-intrusive application that allows for quick and easy ordering, tailored to each individual's preference."

To download the myPapa application and experience the latest revolution in pizza ordering, visit www.papajohns.com/widgets.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight 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 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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