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Say Cheese! Papa John's Celebrates 24th Anniversary with Special Founder's Day Offer

Company says 'thank you' to customers with free order of cheesesticks

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 8, 2008--Papa John's is celebrating 24 years of "Better Ingredients, Better Pizza" by giving customers a free order of mouth-watering cheesesticks with the purchase of any large, specialty pizza at regular menu price.

Whether you are a fan of Papa John's signature 7-topping Works pizza, or any of the other six specialty pies offered by Papa John's, the cheesesticks are on the house with this offer, through Jan. 27.

"We feel honored that for the past 24 years, we've been able to offer our Better Ingredients, Better Pizza to customers," said John Schnatter, Papa John's founder. "So, as our way of giving back for their continued support and loyalty, we want to ring in 2008 with a special offer including one of our great side items."

Over the years, Papa John's has led the way in both innovation and customer satisfaction in the pizza business. In 2001, Papa John's was the first national chain to offer its customers the convenience of online ordering. Since its launch, online orders at www.papajohns.com have grown on average more than 50 percent each year. Customers can even place their orders up to 21 days in advance with Papa's convenient plan ahead ordering feature.

Last year, Papa John's launched its "Favorites Wizard" at www.papajohns.com allowing customers to preset their favorite orders, providing the ability to quickly re-order a favorite combination of menu items in as little as two clicks.

And Papa John's most recent convenience innovation for its customers: text ordering. Once customers set up their favorite orders online at www.papajohns.com, they can text their order in two easy steps from any of the 2,700+ Papa John's restaurants throughout the country.

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). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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