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## **Cupid Strikes: Papa John's Rescues Valentine's Day with Heart-Shaped Pizza**

LOUISVILLE, Ky.--(BUSINESS WIRE)--Feb. 7, 2008--This may not be your typical Valentine's Day. Wallets are tight, belt buckles are even tighter, so who needs a box of chocolates? Beginning Monday, Feb. 11 through Sunday, Feb. 17, Papa John's comes to the Valentine's Day rescue with heart-shaped pizza.

"I put my heart into this business and it seems right that we offer a heart-shaped pizza to help our customers celebrate Valentine's Day," said Papa John's founder, John Schnatter. "I recently read that two out of three men do not make advance plans for Valentine's Day. Count me as one of 'em and place my order!"

The Papa John's heart-shaped pizza comes on a thin crust, piled high with the customer's favorite toppings, add an order of Papa John's Sweetsticks for \$14.99, or try two one-topping heart-shaped pizzas for \$19.99. Offer valid at participating locations.

"By offering heart-shaped pizza on Valentine's Day, Papa John's makes it easy for sweethearts and families to celebrate," said Jim Ensign, vice president of marketing communications for Papa John's. "With our new text ordering function, Sweethearts can text in an order, order online, call in or pick up their Valentine's Day celebration in a box."

Valentine's Day is traditionally one of the food industry's busiest nights of the year, but such record numbers can often mean long waits for hungry customers. Thanks to advance online ordering at [www.papajohns.com](http://www.papajohns.com), Romeos and Juliets can log on right now to place their Valentine's Day order - simply specify the preferred time of delivery or pick-up (leaving plenty of time to visit the florist and find the perfect greeting card).

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](http://www.papajohns.com).

\*\*Video footage available at [www.papajohnsmedia.com](http://www.papajohnsmedia.com) or by contacting Tish Muldoon, Papa John's Director of Public Relations, at 502-261-4987.

### MULTIMEDIA AVAILABLE:

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