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Just in Time for Tax Day, Papa John's Offers a 1040 That Will Leave a Good Taste in Your Mouth

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 10, 2006--For all the "pro-crust-inators" -- pizza lovers who have waited until the last minute to file their taxes -- Papa John's (Nasdaq:PZZA) offers its first-ever "1040" special.

During the stress-filled, "taxing" period from April 11 until April 17, Papa John's customers who order online at www.papajohns.com can get a large original crust cheese pizza for just \$10.40, and add up to five toppings for free. To redeem this special offer, customers simply need to enter the "1040" promotional code when placing their online orders.

"We're inviting customers to fill out their 1040 - and then fill up on ours," said Jim Ensign, vice president of marketing communications for Papa John's. "Many consumers now file their taxes online. While at the computer poring over the documents needed for tax form completion, make a quick click over to papajohns.com and order a pizza while working. Consider it an online filing that provides an immediate return."

The limited-time offer will be supported by a full-page ad in USA Today on Tuesday, April 11 - just six days before taxes must be filed with the IRS.

Papa John's is the only national pizza chain to offer online ordering for all of its restaurants through a single platform system that interfaces directly with the restaurants' point of sale system.

Last month, Papa John's launched 24/7 online ordering, giving customers the opportunity to place their pizza orders any time day or night, up to 21 days in advance. The chain also recently added a "repeat last order" function to its online ordering system, allowing customers to enter their last order with just a few keystrokes.

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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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SOURCE: Papa John's