



August 27, 2007

College Students Hungry for Pizza; Parents Can Deliver

Reloadable Papa Cards from Papa John's Grade an A+ for

Pizza-Craving Students and Budget-Conscious Parents

LOUISVILLE, Ky.--(BUSINESS WIRE)--Aug. 27, 2007--While college campuses across the country are abuzz with new students, the thrill of being away from home - and eating dormitory food day in and day out - quickly wears off. But thanks to reloadable Papa Cards from Papa John's, parents can feed their kids a delicious meal from miles away...with just a click of a button.

Beginning today, Papa John's gift cards - or Papa Cards - will be reloadable online at www.papajohns.com/papacard. So send your favorite student off to school with a hug, kiss, and loaded Papa Card. Later in the semester, once all of those late-night study sessions have depleted your child's pizza funds, simply log-on to www.papajohns.com (or visit your local Papa John's restaurant) to reload up to \$200 on the balance of his or her Papa Card.

Not surprisingly, pizza is the most-popular food among Americans according to www.americasfavoritefood.com. A survey conducted by Papa John's, meanwhile, revealed that today's college students consider cafeteria food to be one of the worst things about living on campus - right behind sharing a bathroom and dragging dirty clothes to the community laundry room. That's probably why 72 percent of students surveyed say that they order pizza most often when craving a dorm room food delivery.

And when students were asked what they'd like to see in a care package from home, 38 percent prefer a gift card. If it is a restaurant gift card, 40 percent of college kids would want to purchase pizza.

Also, because some parents may worry that their college-bound kids aren't getting enough to eat, a reloadable Papa Card not only calms those fears, but ensures that students are responsibly spending mom and dad's money on food rather than clothes, gas, or anything else.

You don't have to be a math major to conclude that a craving for pizza, a distaste for cafeterias, and a love of gift cards all adds up to a Papa Card!

The balance on a Papa Card - redeemable online at www.papajohns.com and at all Papa John's restaurants nationwide - can be applied toward the purchase of food, beverage, and even gratuity.

Available in \$5 increments from \$10 to \$200, Papa John's Papa Cards can be purchased at all Papa John's restaurants, online at www.papajohns.com, and at more than 18,000 retailers nationwide, including:

- Wal-Mart
- CVS/Pharmacy
- Kroger
- Office Depot
- Eckerd

- HEB
- United Dairy Farmers
- Winn Dixie
- Walgreens
- Rite Aid
- SuperAmerica
- Speedway

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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