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## **Papa John's \$10 "Kickoff Special" Starts NFL Season with a Perfect Play**

*2013 Associated Press NFL Most Valuable Player Peyton Manning and Founder and CEO John Schnatter Highlight Kickoff Special for Fans*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, Inc. (NASDAQ: PZZA), the official pizza sponsor of the National Football League and Super Bowl XLIX, is a ritual for parking lot tailgates and armchair quarterbacks. When the NFL kicks off its season next week, Papa John's will be giving fans a perfect play—delivering better ingredients and an even better deal with its Kickoff Special, a large, two-topping pizza for just \$10 and a warm chocolate chip cookie for \$5. The special limited time offer will run through September 28.

Pizza fans and football fans across the country are already excited about kickoff weekend. By combining football with 'Better Ingredients. Better Pizza.,' fans get the perfect topping for two passions at once.

"For the past four years Papa John's International and the National Football League have been cooking up ideas to engage with passionate football fans," said John Schnatter, founder and chief executive officer of Papa John's. "Papa John's sponsorship with the NFL has led to increased marketing exposure in local markets and financial gains for franchisees, based on 20 sponsorships with individual teams in 2014. Together our products—the games and the pizza—are satisfying the appetite of football fans across the country."

Later this month, a new advertising campaign featuring the 2013 Associated Press NFL Most Valuable Player Peyton Manning and Schnatter will air nationwide to promote the Kickoff Special, which comes at a time when consumers are looking for value during back-to-school season and game time.

The NFL's 2013 regular season reached 205 million unique TV viewers, representing 81 percent of all television homes and 70 percent of potential viewers in the U.S.

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 13 of the past 15 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLIX. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), or on Twitter at <http://twitter.com/PapaJohns>.

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