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## **Papa John's Puts the "Spicy Bite" in Pizza with Launch of Spicy Meatball Pizza; 84% of Pizza Consumers Seeking Variety Express Purchase Intent for New Product**

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 28, 2005--Papa John's International, Inc. (Nasdaq: PZZA) today announced its second new specialty pizza offer of 2005 - the Spicy Meatball pizza. The product is a tasty combination of Italian-seasoned meatballs, fresh-sliced onions and green peppers, on a new bold and spicy tomato sauce and topped with Parmesan garlic seasoning. The limited time promotion offers consumers a large Spicy Meatball pizza for only \$11.99.

"This terrific new product delivers a bold and zesty flavor many customers have told us they want," commented Papa John's Founder, John Schnatter. "We'll put a meatball in every bite with this outstanding new product."

Consumers gave the Spicy Meatball pizza extremely high ratings in several taste tests. In fact, the product received one of the highest purchase intent ratings among 28 new pizza concepts tested by the company, including scoring 84% in purchase intent among pizza consumers seeking variety.

The television commercial supporting the promotion features fresh ingredients, mouthwatering product shots and customers enjoying the pizza with friends and family. The spot is set to the upbeat song "That's The Way I Like It," made popular by KC and the Sunshine Band. The song topped the American music charts in November 1975 and remains popular today among young and old listeners alike.

The promotion runs March 28 through April 24, supported by a combination of print media, local television and two weeks of national television. The promotion is also available to customers ordering online at [www.papajohns.com](http://www.papajohns.com).

### About Papa John's:

Celebrating its 21st anniversary, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella; and other high-quality toppings.

In the five most recent surveys (1999-2003, as published in The Wall Street Journal), Papa John's received the highest ratings among all national fast food restaurants in The American Customer Satisfaction Index survey conducted by The National Quality Research Center at the University of Michigan Business School. Papa John's was rated above the national average for all industries and ranked the highest in the retail sector. Papa John's also continues to receive local market Best Pizza wins in various cities across the country.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. As of February 20, 2005, Papa John's had 2,832 restaurants (570 company-owned and 2,262 franchised) operating in 49 states and 20 international markets. Papa John's also franchises an additional 117 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit [www.papajohns.com](http://www.papajohns.com).

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