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## **Playoff Teams Respond to Papa John's Promotion with High Scoring Games for Big Pizza Discounts**

"TEXTra Points 4 Pizza" Stakes Raised This Weekend, Opportunity for 50 Percent Off Papa John's Pizza

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 14, 2008--While only half the football teams walked away with their heads held high after this weekend's divisional playoff games, all of the 115,000-plus fans now registered for Papa John's "TEXTra Points 4 Pizza" promotion were winners after receiving yet another 25 percent off!

The "TEXTra Points 4 Pizza" promotion, which began with last weekend's wild card round, and continued with this past weekend's divisional games, is Papa John's way of asking all the tech-savvy football fans out there to root just a little bit harder and cheer just a little bit louder...because when time expires, everyone in America can scream "WE WON!"

When Papa John's became the only pizza company to offer text message ordering on a national basis, they were answering a growing trend across America. Currently, 30 billion text messages are sent a month in this country alone, and now thanks to Papa John's, a few clicks of the thumb during the playoffs can bring unparalleled savings.

The way "TEXTra Points 4 Pizza" works is simple: Fans can register for the promotion by either texting "POINTS" to 47272 (4PAPA) or by opting in to receive the text messages from Papa John's at [www.papajohns.com](http://www.papajohns.com). From there, simply sit back and enjoy the gridiron mayhem.

While the past two weeks of playoff games have offered 25 percent off, the conference championship games this weekend are raising the stakes for not only the teams involved, but the fans as well! This weekend, Papa John's and fans alike will be challenging the final four teams to put up a cumulative score of 50 points or higher in either game; giving a whopping 50 percent off a large three-topping pizza, when ordered online or by text, to all the registered fans. That's a \$15.99 pizza for \$7.99...and yet it still gets better!

In three weeks, when the Big Game takes place in Phoenix, the pressure's really on, if the cumulative score is 75 points or more, fans will receive a large three-topping pizza for 75 percent off. No need to pull out your calculators; that a large three-topping pizza for only \$3.99!

The complete promotion rules are available at [www.papajohns.com](http://www.papajohns.com).

During last weekend's divisional round, three of the four football games featured final scores eclipsing 50 points. This regular season, 85 games had a cumulative score of 50 points or more, while six games had a score of 75 points or more!

With the high-powered offenses heading into the conference championships this weekend, it seems more than likely at least one of the games will turn into a high-scoring spectacle. So, don't miss your chance to get half off your next pizza order from Papa John's, the Official Pizza of American Football Fans, just in time for the Big Game.

The playoffs always signal the busy season for Papa John's. With millions of fans preparing to watch the Big Game, Papa John's predicts to sell nearly three quarters of a million pizzas on Sunday, February 3, making it one of the busiest days of the year.

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).

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