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Papa John's Goes Deep with New Pan Pizza; Quarterback Legend Dan Marino to Help Promote Largest New Product Launch in Papa John's History

LOUISVILLE, Ky., Sep 23, 2005 (BUSINESS WIRE) -- Papa John's International (NASDAQ: PZZA) today announced the introduction of Papa's Perfect Pan pizza, the largest and most significant new product roll-out in the company's history and the first new crust offered by the pizza brand in nearly ten years.

Featuring a thick buttery-tasting crust made with olive oil, and a new zesty robusto pizza sauce with chunks of tomato and flavored with garlic, Italian herbs and spices, Papa's Perfect Pan is square and deep so customers can pile on loads of their favorite "better ingredients" from Papa John's. Beginning today at Papa John's restaurants across the country, consumers can order a large Papa's Perfect Pan pizza with up to five toppings at a special introductory price of just \$12.99.

"In the past, consumers who love Papa John's better ingredients had to go elsewhere when they wanted a pan pizza," said Papa John's Founder, John Schnatter. "No more. We took our time developing Papa's Perfect Pan to make it, well, perfect. We really believe this product will redefine the standard for pan pizza."

Helping launch Papa's Perfect Pan is recently inducted football Hall of Famer Dan Marino, perhaps the greatest GO DEEP quarterback in history. Marino will appear in Papa John's national advertising campaign for Papa's Perfect Pan, including television, print and radio.

On Friday Sept. 30, Marino and Papa John Schnatter will GO DEEP at a special event on Times Square in New York City sure to please football fans and pan pizza eaters across the country. The event will be hosted by ESPN commentator Trey Wingo and will include a contribution from Papa John's to the Dan Marino Foundation, a foundation supporting research initiatives and treatment of children with autism and other neurological disorders.

"As our sales momentum continues to rise, we are always looking for ways to please our current customers as well as to attract new ones," said Papa John's President and CEO, Nigel Travis. "Sales of Papa's Perfect Pan have been impressive in our test markets, and customer satisfaction has been outstanding. As football and pizza go hand in hand, we think this is a terrific time to offer this outstanding product for pan pizza eaters throughout the country."

The Times Square event kicks off a GO DEEP Weekend of football and Papa's Perfect Pan activities, including a "GO DEEP for a Chance to Win" promotion in connection with the Sunday night Oct. 2 ESPN telecast of the Arizona-San Francisco football game from Mexico City. By logging onto godeep.papajohns.com prior to or during the game, football fans will have a chance to win a Papa John's food prize if they try to predict which team will be the first to GO DEEP with either a 25-yard touchdown or 50-yard pass completion. And, one lucky entrant will win a Papa's Perfect Pan pizza per week through the conclusion of the pro football season in February.

Papa John's local markets will also conduct GO DEEP promotions at area high school, college and professional games throughout the football season. Tailgate parties, stadium promotions and radio contests will give football fans across the country the opportunity to win prizes such as a Papa's Perfect Pan Pizza Party with Papa John's providing pizza, Coca-Cola products, breadsticks and wings for up to 20 people.

By the Numbers -- Dan Marino

-- 61,361 career passing yards - No. 1

-- 5,084 single season passing yards - No. 1

-- 6 seasons with 4,000 or more yards passing - No. 1

-- Sales of Dan Marino's No. 13 replica jersey among retired quarterbacks - No.1

By the Numbers -- Papa John's

-- Rated No. 1 in customer satisfaction among all national QSR chains in the American Consumer Satisfaction Index (ACSI) for six years running (1999 - 2005).

-- Top rated national pizza delivery and take-out chain in R&I's Consumers' Choice in Chains Survey (1998, 1999, 2000, 2002, 2004, 2005).

-- Recipient of top local consumer ratings in more than 50 markets across the U.S., including Atlanta, Dallas, Indianapolis, Los Angeles, Orlando, Phoenix and Washington, D.C.

-- 3,000 restaurants in 49 states and 20 countries, including 115 Perfect Pizza restaurants in the United Kingdom.

For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

SOURCE: Papa John's International

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