



February 25, 2008

## **One Giant Leap for Pankind!**

### **Papa John's to give away its better-than-ever Pan Pizza to all those born on Leap Day, Feb. 29**

LOUISVILLE, Ky., Feb 25, 2008 (BUSINESS WIRE) -- For a day that only comes along once every four years, a single day of celebration is simply not enough for Papa John's pizza. The pizza company is taking "One Giant Leap for Pankind" and declaring the entire week leading up to Leap Day as "Leap Week!"

As part of Leap Week, pizza fans are sure to jump at the chance to be among the first to taste Papa John's better-than-ever Papa's Perfect Pan pizza. The product features a crust that's irresistibly crunchy on the outside and soft and chewy on the inside.

To mark this rare calendar occasion, Papa John's has a special gift for the estimated 200,000 Americans with a Feb. 29 birthday: A free, one-topping better-than-ever Papa's Perfect Pan pizza on Feb. 29 ordered online at [www.papajohns.com](http://www.papajohns.com) and picked up at their neighborhood Papa John's to verify date of birth. Void where prohibited, available at participating restaurants.

In addition, Papa John's has a pair of other great Leap Week deals (Feb. 25 - 29) available online to the rest of America: Buy three Papa's Perfect Pan pizzas with up to three toppings for only \$29.29, or buy a large specialty pan pizza at regular menu price and get cheesesticks for \$2.29.

"This is Papa John's way of saying, 'Happy Birthday Leaplings!'" said Jim Ensign, Papa John's vice president of marketing communications. "We think Papa's better-than-ever pan pizza is the perfect gift to those born on Leap Day and those looking for a good deal for dinner on the entire Leap Week."

Headquartered in Louisville, Kentucky, Papa John's 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). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's

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