



April 15, 2011

## **Papa John's Announces "1040" Special for All Tax Day Pro-crust-inators**

***Large, pizza with up to four toppings is just \$10.40 in final days of tax season***

LOUISVILLE, Ky.--(BUSINESS WIRE)-- While the Internal Revenue Service is providing Americans three extra days to file their taxes this year, Papa John's is delivering relief to the entire nation this weekend — especially tax "pro-crust-inators" — by offering a large, original crust pizza with up to four toppings for just \$10.40.

This Friday through Monday, April 15-18, consumers can get relief simply by entering the "1040" promotional code when placing orders at [www.papajohns.com](http://www.papajohns.com). The online-only offer is especially convenient to the growing number of Americans who file their taxes online. This year, the number of e-filers has risen nearly 7 percent from 2010 to more than 71 million people. And there are still several days for "pro-crust-inators" to file.

"With the tax season deadline causing stress for many Americans, this is Papa John's opportunity to provide the country with a little relief, with a great price on a superior-quality pizza," said Andrew Varga, Papa John's Chief Marketing Officer. "Through our online ordering system, Papa John's customers will experience our quality pizza -- with an immediate return — with the '1040' online special."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 11 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

Papa John's International, Inc.  
Tish Muldoon, 502-261-4987  
Senior Director, Public Relations  
[tish\\_muldoon@papajohns.com](mailto:tish_muldoon@papajohns.com)

Source: Papa John's International, Inc.

News Provided by Acquire Media