



August 31, 2004

## **Papa John's Announces August Comparable Sales Results**

LOUISVILLE, Ky., Aug 31, 2004 (BUSINESS WIRE) -- Papa John's International, Inc. (NASDAQ: PZZA) today announced that domestic system-wide comparable sales for the four weeks ended August 22, 2004 decreased 1.2% (composed of a 0.6% decrease at company-owned restaurants and a 1.4% decrease at franchise restaurants).

The company noted that the trend of increased ticket averages over prior year results continued during August, reflecting system-wide efforts to reduce the level of discounting or, in some cases, increase menu prices, particularly as related to the value-added "Pizza and Entertainment" promotional strategy.

The company also noted that, although a small number of company-owned and franchised restaurants suffered facility damage during the recent severe weather in the Southeast and Atlantic coastal regions, the overall impact on comparable sales results for the period was minimal.

Total system-wide international sales for the four weeks ended August 22, 2004 increased 6.5%, on a constant U.S. dollar basis, over the comparable period last year.

At August 22, 2004, there were 2,786 Papa John's restaurants (567 company-owned and 2,219 franchised) operating in 49 states and 16 international markets. Papa John's also franchises 123 Perfect Pizza restaurants in the United Kingdom. For more information about the company, visit Papa John's at <http://www.papajohns.com>.

SOURCE: Papa John's International, Inc.

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