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## **Papa John's Partners with Coca-Cola for Instant-Win Summer Promotion**

Text "SUMMER07" to "4PAPA" to Receive Special Offers from Papa

John's

LOUISVILLE, Ky.--(BUSINESS WIRE)--July 9, 2007--Papa John's International, Inc. and Coca-Cola North America are teaming up to offer customers a summer of instant prizes. Beginning today and continuing daily through August 26, 2007, customers who either text "SUMMER07" to "4PAPA" (47272), or go online to [www.papajohns.com](http://www.papajohns.com) and register for the SUMMER07 promotion will instantly receive an exclusive offer and discount from Papa John's - to be used when ordering online at [www.papajohns.com](http://www.papajohns.com).

Once logged on to [www.papajohns.com](http://www.papajohns.com), customers will be able to register for the Papa John's/Coca-Cola Summer Promotion for a chance to win My Coke Rewards™ points for music downloads, movie discounts, and more from [www.mycokerewards.com](http://www.mycokerewards.com). Grand Prize sweepstakes prizes include two 4 day/3 night Universal Resorts trips (\$3,500 value) or a year of both Blockbuster Movie Rentals and Papa John's Pizza.

Once registered, customers may text "SUMMER07" to "4PAPA" (47272) or play online daily to receive special discount offers from Papa John's and for a chance to win My Coke Rewards™ points or concert tickets from LiveNation.com instantly.

Papa John's partnership with Coca-Cola launches at a time when Papa John's restaurants are now carrying Coca-Cola Zero®, giving customers a chance to enjoy the great taste of Coca-Cola® classic - without the calories.

"Coca-Cola is an ideal partner for Papa John's," said Jim Ensign, vice president of marketing communication for Papa John's International, Inc. "Our customers have responded very favorably to the introduction of Coke Zero to our menu and are always looking forward to our fun, exciting promotions."

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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