



February 22, 2005

Papa John's Introduces Sicilian Meats Specialty Pizza and Announces Promotion with Coca-Cola and Best Buy

LOUISVILLE, Ky.--(BUSINESS WIRE)--Feb. 22, 2005--Papa John's International, Inc. (NASDAQ: PZZA) today announced its first new pizza product of 2005 - the Sicilian Meats specialty pizza. Topped with a flavorful blend of four meats - Italian salami, pepperoni, sliced Linguica sausage and spicy Italian sausage - the Sicilian Meats pizza is a tantalizing taste bud treat for meat enthusiasts. The limited time only pizza promotion offers consumers a large Sicilian Meats for only \$11.99.

"We're pleased to offer our new Sicilian Meats pizza," commented Papa John's Founder, John Schnatter. "Our customers have told us they want lots of meat toppings on their pizza, and this product really delivers."

The Sicilian Meats pizza promotion runs February 21 through March 27, supported by a combination of print media, local television and two weeks of national television. The television commercial, set to the upbeat tune "Mambo Italiano," features appetizing product shots and Schnatter reminding consumers of the "Better Ingredients. Better Pizza." brand promise. The Sicilian Meats promotion is also available to customers ordering Papa John's pizza online at www.papajohns.com.

Papa John's also announced today a promotional partnership with Coca-Cola® and Best Buy™. From February 21 through June 30, consumers who purchase either one 2-liter or two 20-ounce Coca-Cola beverages from Papa John's will receive a coupon from Best Buy, good for 10% off entertainment software, including console or PC video games, DVDs and CDs, or 10% off HDTVs priced at \$699 and up.

In addition, from February 21 through May 22, consumers visiting www.papajohns.com can play a "Click 'N Win" instant game, with the opportunity to win a grand prize of a \$1,000 Best Buy Gift Card, or one of ninety \$100 Best Buy Gift Cards. Everyone who registers and plays the "Click 'N Win" game will receive a free food offer from Papa John's - an order of either Cheesesticks, Breadsticks, or two 20-ounce Coca-Cola beverages with the online purchase of a large or extra-large pizza at regular menu price.

About Papa John's:

Celebrating its 21st anniversary this year, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella; and other high quality toppings.

In the five most recent surveys (1999-2003, as published in The Wall Street Journal), Papa John's received the highest ratings among all national fast food restaurants in The American Customer Satisfaction Index survey conducted by The National Quality Research Center at the University of Michigan Business School. Papa John's was rated above the national average for all industries and ranked the highest in the retail sector. Papa John's also continues to receive local market Best Pizza wins in various cities across the country.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the third largest pizza company in America. As of January 23, 2005, Papa John's had 2,825 restaurants (570 company-owned and 2,255 franchised) operating in 49 states and 20 international markets. Papa John's also franchises 117 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit Papa John's on the internet at www.papajohns.com.

CONTACT: Papa John's International, Inc.
Chris Sternberg, 502-261-4934
www.papajohns.com

SOURCE: Papa John's International, Inc.