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Papa John's to Football Fans: Text Your Way to a Super Deal with Promotion Tied to the 'Big Game'

"TEXTra Points 4 Pizza" Promotion Offers 75% off Pizza If 75 or More Points Are Scored in the Big Game Feb. 3rd

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 24, 2008--America, may we have your attention: Papa John's pizza is calling for another record-setting performance during this year's "Big Game," and the benefit to you could be substantial.

Already the "Official Pizza of American Football Fans," Papa John's now wants to be the "Official Pizza of American Football Fans Who Want to Win 75 Percent Off Their Next Savory Pie" as part of the company's "TEXTra Points 4 Pizza" promotion.

Here's the deal: Papa John's is offering 75 percent off the average national regular menu price of a large, 3-topping pizza if the teams competing in the Big Game combine to score 75 or more points. That means a large 3-topping pizza for only \$3.99.

Is this just another hair-brained marketing idea from corporate America that has no chance of happening? On the contrary, consider the following:

- 75 or more points were scored in six regular season games this year (and in the 1995 championship game between San Diego and San Francisco).
- February's Big Game features the highest scoring team in professional football history.
- And, a game between these two teams earlier this season netted a total score of 73 points.

Fans can register for the promotion by either texting "POINTS" to 47272 (4PAPA) or by opting in to receive text offers from Papa John's via an online account at www.papajohns.com.

"This is Papa John's way of asking all football fans out there to root just a little bit harder and cheer just a little bit louder for touchdowns...because when time expires, everyone in America can scream 'WE WON!'" said Nigel Travis, Papa John's president and chief executive officer. "We pride ourselves on concocting promotions tied to major sporting events that really offer our customers a reason to want to get engaged."

If 75 or more points are scored in the Big Game, participants will receive a text message from Papa John's the following day with a unique promo code. All redemptions must be made by ordering online. Complete promotion rules are available at www.papajohns.com.

In November when Papa John's became the first pizza company to offer text message ordering on a national basis, they were answering a growing trend across America. Currently, 30 billion text messages are sent a month in this country alone, and now through promotions such as "TEXTra Points 4 Pizza," Papa John's is finding new ways to get its evolving customer base to become more familiar and comfortable with the text ordering system.

Papa John's started the TEXTra Points 4 Pizza promotion during the playoff's Wild Card round, offering 25 percent off if the teams scored 25 or more points. They upped it to 50 percent off for 50-plus points during the championship games.

The playoffs always signal the busy season for Papa John's. With millions of fans preparing to watch the Big Game, Papa John's predicts to sell nearly three quarters of a million pizzas on Sunday, February 3, making it one of the busiest days of the year. This year, advance online ordering from Papa John's makes life even easier for football party planners. Fans can log on to www.papajohns.com and follow the online ordering menu to place their order well in advance of the Big Game.

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.

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