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## **British Invitation: Papa John's Offering the Queen 'Free Pizza for Life' During Visit to Kentucky**

Louisville-Based Pizza Chain, Headed by British-Born CEO Nigel

Travis, Wishes to Share Kentucky's Best with Royal Family Long After

Trip Ends

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 30, 2007--When the Queen of England visits Kentucky on May 5 to attend her first-ever Kentucky Derby, she'll rightfully receive the Royal Treatment. All the desserts and mint juleps she can handle. Tea sandwiches, too.

But, when the race ends, royal duties will require her eventual return to England, and her Kentucky experience will be over.

Or will it? Not if one very popular Louisville-based company has a say. Papa John's pizza is hoping to assure the Queen is never that far away from the flavors of the Bluegrass State.

The Louisville-based pizza chain is offering the Queen and other members of the Royal Family free Papa John's pizza for life, in both the US and the UK, just for visiting the headquarter city. In addition, the company's British-born CEO Nigel Travis is offering the Queen a special guided tour of the city as only another Brit could do.

"I'd be happy to share with her the best of what the Derby, the city of Louisville and the state of Kentucky have to offer through the experiences of someone who still calls England 'home,'" said Travis, who took over at Papa John's two years ago. "Along the way, I would certainly invite her to visit one of our many pizza shops in the area. I know just one bite would have a long-lasting impression. There's a lot of great food here, but a true American experience in Louisville requires enjoying a slice of Papa John's pizza."

In addition to the guided tour, Travis is willing to provide the Queen with the scoop on Western Kentucky dialect, and is a great resource for local residents who want to make sure they are addressing the Queen in the proper manner.

"I'll explain to her what 'y'all' is and I'll explain to them that it's 'Your Majesty' - I think she'd have a 'jolly' good time," Travis said.

Papa John's is the world's third-largest pizza company, with more than 3,000 restaurants worldwide, including 2,600 domestically and nearly 100 in the United Kingdom. The brand is recognized internationally by its, "Better Ingredients. Better Pizza" slogan, and its founder, John Schnatter, is one of the great American entrepreneur stories of the last half century.

The company has never before given a "lifetime supply of free pizza" to an individual or family before. Then again, it's not every day a member of the Royal Family is touring our hometown.

"I truly want the Queen to experience all that we have to offer in Kentucky, so whatever she wants, we're happy to lend a hand," Travis ended.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza company, operating in all 50 U.S. states and 26 countries. For seven years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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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