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Papa John's Offers New DVDs for Summer Pizza And Entertainment; July Features a Taste of Summer with Papa John's Barbeque Chicken and Bacon Pizza

LOUISVILLE, Ky.--(BUSINESS WIRE)--June 28, 2004--Papa John's International, Inc. (Nasdaq: PZZA) announced today the continuation of its pizza and entertainment campaign with the introduction of four new DVDs and its featured specialty pizza during the month of July - the Barbeque Chicken and Bacon pizza.

Papa John's® featured specialty pizza is topped with grilled all-white chicken, hickory smoked bacon, fresh sliced onion and authentic barbeque sauce. Customers purchasing this pizza, or any other large Papa John's pizza at regular menu price from participating restaurants will receive their choice of one of the four featured DVDs. The DVD promotion is also offered to customers ordering Papa John's pizza online at www.papajohns.com.

The promotion, beginning Monday, June 28 offers customers the Jr. Scene It? game or one of three DVD movies to choose from - "The Best of Rocky & Bullwinkle and Friends," "Durango Kids" or "Weekend at Bernie's II." A two-week national TV flight highlighting the Barbeque Chicken and Bacon pizza and customers' choice of DVD begins July 5 with national and local television. A new commercial debuts featuring Papa John's three opera singers and a father attempting to barbeque in the rain. Papa John's saves the day by delivering a Barbeque Chicken and Bacon pizza to the family.

"Continuing to provide customers with additional value through promotions that complement the Papa John's better pizza experience is our priority," said Bill Van Epps, Chief Operations Officer of Papa John's International. "We're excited to bring a variety of entertainment options to our customers."

Papa John's® is also continuing its partnership with Coca-Cola and Musicmatch® offering the "4 & More" promotion, a unique Coca-Cola® "4 To Go!" Music Edition carrier with four free digital music track downloads from Musicmatch.

About Papa John's:

Celebrating its 20th 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), 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 has recently been recognized for local market Best Pizza wins in various cities across the country including Los Angeles, Washington D.C., Atlanta, Dallas, Indianapolis, Orlando and Phoenix.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. At May 23, 2004, there were 2,766 Papa John's restaurants (568 company-owned and 2,198 franchised) operating in 49 states and 16 international markets. Papa John's also franchises 126 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.