



December 1, 2005

Papa's Perfect Pan Takes a Bite out of the Pan Pizza Market; Largest New Product Launch in Papa John's History Results in Outstanding Sales Gains for Better Ingredients, Better Pizza Company

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 1, 2005--This fall, Papa John's (NASDAQ: PZZA) declared it had created the "Perfect Pan" pizza. Based on early sales results and consumer feedback, America agrees.

Billed as the most significant new product rollout in the company's history and the first new crust offering by the pizza brand in nearly 10 years, Papa's Perfect Pan pizza helped the Papa John's domestic system post 5.9% positive comparable sales in October and 8.7% positive comparable sales in November.

"We're ecstatic about the response of not only our core customers, but also new customers who may be tasting our better pizza for the first time," said Papa John's President and CEO, Nigel Travis. "Pan pizza lovers have waited long enough for a perfect pan offering to meet their cravings, and the immediate success of Papa's Perfect Pan is evidence that Papa John's is feeding those cravings."

Featuring a thick buttery-tasting crust made with olive oil, and a new zesty robusto pizza sauce with chunks of tomato and flavored with garlic, Italian herbs and spices, Papa's Perfect Pan is square and deep so customers can pile on loads of their favorite "better ingredients" from Papa John's. The product is resonating with pizza lovers coast to coast.

Consumer feedback gathered by the company at product sampling events across the country indicated nearly 90% of customers trying Papa's Perfect Pan enjoyed the product, with 85% stating they liked the new robusto sauce. The product also scored very well on repurchase intent, with more than 70% of first time users indicating their intent to purchase the product again.

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six 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.

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SOURCE: Papa John's