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Papa John's and Coca-Cola Partner to Serve Free Digital Music Tracks from Musicmatch

Papa John's Also Introduces New Grilled Chicken Club Specialty Pizza and Continues DVD Offer in June

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 27, 2004--Papa John's International, Inc. (NASDAQ: PZZA) announced today a new addition to its "Pizza and Entertainment" campaign: "4 & More," a unique Coca-Cola® "4 To Go!" Music Edition carrier with four free digital music track downloads from Musicmatch®. Beginning May 31, Papa John's® customers purchasing four-20 oz. Coca-Cola beverages of their choice for \$3.99 receive their beverages in the new carrier, along with an official cut and reveal sticker with four free music track downloads from Musicmatch (valued at \$0.99 per music download).

Papa John's is also introducing a new specialty pizza, its Grilled Chicken Club. The Grilled Chicken Club pizza is topped with Papa John's own special sauce made from fresh tomatoes, grilled all-white chicken, hickory-smoked bacon, fresh sliced onions and Roma tomatoes. In addition to the "4 & More" music offer, customers purchasing this new specialty pizza, or any other large pizza, at regular menu price, will receive one of three DVDs from participating restaurants.

"Research tells us pizza is the number one food choice of teens, and hanging out with friends and listening to music are top teen activities(1)," said Gary Langstaff, Chief Marketing Officer of Papa John's. "The combination of Papa John's better pizza, Coca-Cola 20 oz. beverages and free Musicmatch Downloads is a great way to provide a better experience to our customers. Utilizing the '4 & More' is a better way for our customers to enjoy their choice of Coca-Cola products making it easier for the whole family to share the experience."

This addition to Papa John's new marketing campaign further defines the company's change in marketing strategy. Offering free music downloads with the purchase of the new "4 To Go!" provides additional value to Papa John's customers. The promotion, featuring dedicated print and broadcast media, appeals to a broad audience because of the extensive collection of music and variety of choices available through Musicmatch Downloads.

Musicmatch Downloads is currently available to U.S. residents only and Internet access is required to redeem prizes at www.papajohns.com. The new Coca-Cola 4-pack with free Musicmatch Downloads is also available to customers ordering Papa John's pizza online at www.papajohns.com.

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 April 25, 2004 there were 2,801 restaurants (567 company-owned and 2,234 franchised) operating in 49 states and 16 international markets. Papa John's also franchises 127 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit us at www.papajohns.com.

About Musicmatch:

Musicmatch, Inc. is a leader in personalized music software and services, helping people find, manage, enjoy and buy music that best matches their unique tastes. The company invented the digital jukebox concept in 1997 and since then has registered more than 50 million users of its best-selling Musicmatch® Jukebox. The Musicmatch® Radio network, launched in 2000, features the world's most popular Internet radio station, Artist Match™ Radio. The Musicmatch® Downloads service, offering more than 550,000 songs, is the easiest way to find, buy and enjoy music. For additional information, visit www.musicmatch.com.

For more information about The Coca-Cola Company, please visit www.cocacola.com.

(1) - Source Zandal Hot Sheet, 2004

Musicmatch is a registered trademark of Musicmatch, Inc. Artist Match is a trademark of Musicmatch, Inc.

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