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Papa John's Sweetens the Deal with All-New Cinnamon Knots, Answers Unprecedented Demand from Fans Nationwide

Add All-New Cinnamon Knots or Garlic Knots for Only \$5 When Paired with the Greek Pizza for Just \$12

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Following the wildly successful release of Papa John's Garlic Knots last month, the company's founder, president and CEO Papa John announced today that it would begin offering a sweet spin on a new fan favorite this summer.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150528006626/en/>



Papa John's All-New Cinnamon Knots (Photo: Business Wire)

hope our customers will enjoy a choice of both a savory and sweet treat and find that our newest knot lives up to the quality and great taste they expect from Papa John's."

Speaking of classics, Papa John's recently reintroduced its Greek Pizza, which features Papa John's fresh, never frozen, original hand-tossed pizza dough, layered with both its signature pizza sauce and rich basil pesto. Topped with ripe black olives, fresh Roma tomatoes, premium pepperoni, feta cheese crumbles and Mozzarella, and finished with a garnish of banana peppers, customers can experience the best of the Mediterranean at home with friends and family.

But, fear not, garlic aficionados, as Papa John's will continue to offer its shareable Garlic Knots, served with its signature garlic parmesan sauce and paired with pizza sauce for dipping, all for just \$5.

The Cinnamon Knots, Greek Pizza and Garlic Knots will be available at participating Papa John's restaurants nationwide, and can be ordered online at www.papajohns.com or through Papa John's mobile ordering app for iPhone and Android devices.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 13 of the past 15 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLIX. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at

In the weeks following the launch, customers went "knots" and took to their phones and social media accounts to voice their support. To celebrate and reward its fans, Papa John's announced that it will now offer all-new Cinnamon Knots - eight delectable knots made from fresh, never frozen dough, topped with a cinnamon sugar drizzle and oven baked to golden brown perfection.

"At Papa John's, our job is to surprise and delight our customers," said Bob Kraut, Papa John's chief marketing officer. "The strong response we received from our Garlic Knots snapped us into action and in just a few weeks' time, we are able to offer Cinnamon Knots. We

<http://twitter.com/PapaJohns>.

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