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Papa John's Teams with Taylor Swift on Highly Anticipated Red Release

Partnership Provides Customers Access to Taylor Swift Pizza Party Discounts and CD Sales

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's announced today that they are getting together with Taylor Swift for the highly anticipated release of the six-time Grammy-winning superstar's latest CD, *Red*. Papa John's is offering customers the opportunity to engage with the brand and Taylor's new CD through a variety of channels, including the ability to purchase *Red* and a large one-topping pizza for \$22 in-store or at www.papajohns.com beginning Oct. 22.



Taylor Swift will be featured on Papa John's pizza boxes nationwide as she and Papa John's partner for the release of her new CD, *Red*, which will be available at papajohns.com and in all US Papa John's restaurants beginning October 22.

(Photo: Business Wire)

Papa John's is also sponsoring the "Taylor Swift Worldwide Radio Remote," bringing Taylor to fans across the country live from Nashville on Oct. 26. More than 70 radio stations will participate and provide fans with the opportunity to win "Taylor Swift Pizza Parties" from Papa John's.

Taylor said, "I'm excited to be partnering with Papa John's for the launch of my album, *Red*. I love the idea that fans can order my CD with their pizzas."

Red contains 16 tracks, all written or co-written by Taylor — 10 penned solo and six with co-writers. The album's lead single, "We Are Never Ever Getting Back Together," set the record for the biggest digital sales week ever for a female recording artist. And since that record, the three additional tracks that have been made available for download exclusively at iTunes leading up to the CD's Oct. 22 launch have all reached No. 1 (all genres) within hours.

Available now at

www.papajohns.com/taylorswift, customers can sample Taylor's latest video on "Papa's Pizza Party Playlist," shop for Taylor merchandise packages, and enjoy a 25 percent savings on regular menu priced orders through the limited-time "Taylor Swift Pizza Party" offer, using the promo code 25RED for online orders. The offer is good through Oct. 21.

Promotional components of the partnership between the mega-star and the world's third largest pizza company include a customized four-color large pizza box, in-store point-of-purchase elements and a Web page — all featuring Taylor's image from the *Red* CD cover.

"We're thrilled to partner with Taylor Swift on the launch of her highly anticipated CD, *Red*," said Papa John's Founder and CEO John Schnatter, about the brand's foray into the music world. "It's a successful combination of No. 1's. Papa John's is No. 1 in the American Customer Satisfaction Index and the Harris Poll Equitrend® Study, and Taylor has spent weeks at No. 1 atop Billboard's all-genre Hot 100 chart and topped the iTunes charts in 32 countries."

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 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 also earned the 2012 Harris Poll EquiTrend® Pizza Brand of the Year. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

About Taylor Swift

22-year-old Taylor Swift is a six-time GRAMMY winner, and is the youngest winner in history of the music industry's highest honor, the Grammy Award for Album of the Year. Her *Speak Now* album was lauded on *Rolling Stone's* prestigious The 50 Greatest Albums of All Time (by women) list, and *Time* magazine has named Taylor one of the 100 most influential people in the world.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50439002&lang=en>

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