



October 14, 2008

## **Paging Dr. Jones: Please Report to the Nearest Papa John's for Your Free Pizza**

**Papa John's Offers Free XL Explorer Pizza to all Dr. Joneses in Indiana - and the entire U.S. - to Celebrate the DVD and Blu-ray™ Release of INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL™**

LOUISVILLE, Ky.--(BUSINESS WIRE)-- For nearly three decades, Dr. Henry "Indiana" Jones has led movie lovers on a series of adventures to explore mysterious, far-away locales in the Indiana Jones movies. But other Dr. Joneses in the United States needn't travel to distant lands to find a treasure - just to the nearest Papa John's restaurant for a free XL Explorer Pizza.

Papa John's, in conjunction with the DVD and Blu-ray release of INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL on Tuesday, Oct. 14, is paying special tribute to the famed archaeologist by offering a free XL Explorer Pizza to everyone in America who shares the title of "Dr. Jones." Of the more than 1.3 million people with the last name Jones nationwide, an estimated 1,600 have advanced doctoral degrees - including physicians, dentists, veterinarians and professors. And they're all invited to take part in this nationwide offer, which ends Oct. 26.

As an added bonus, those "Dr. Jones" living in the state of Indiana will not only receive a free pizza, but also their very own copy of the INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL DVD, courtesy of Papa John's, Paramount Home Entertainment and Lucasfilm Ltd.

To celebrate this offer to Dr. Joneses, Papa John's founder, John Schnatter, an Indiana-native who made his first Papa John's pizza in Jeffersonville, Ind., will hand deliver the free pizza and DVD to Dr. James "Rick" Jones - who also happens to be the official archaeologist of the state of Indiana and a devoted fan of the "original" Dr. Jones seen in theatres.

"It's only fitting that those sharing the name of the ultimate adventurer - Dr. Jones - have a prime opportunity to try our newest pizza while enjoying the latest, greatest Indiana Jones film," said Schnatter. "I look forward to making my special delivery. I think our archaeologist is really going to dig this pizza and the DVD."

Dr. Joneses wishing to explore the possibilities of the Papa John's XL Explorer Pizza should watch their mailboxes for a special online code to collect the free pie at their nearest Papa John's restaurant. They will be asked to show the mailer along with a photo ID. The free pizza offer ends Oct. 26.

But those who don't happen to share the name "Dr. Jones" can still enjoy Papa John's new XL Explorer Pizza. It's an extra-large pizza - 30% larger than Papa John's large pizza - with up to three toppings, and is available for only \$13.99. The pizza arrives in a limited-edition box featuring a scene from INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL.

"Every Papa John's menu offers at least 15 different toppings, which means Indiana Jones fans can explore more than 450 potential combinations on the XL Explorer Pizza," said Schnatter.

Along with Paramount Home Entertainment, Papa John's is providing everyone who orders an XL Explorer Pizza an instantly redeemable coupon worth \$3-off the purchase of the INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL DVD.

In 2006, Papa John's offered free pizzas to anyone living on a "Lois Lane" as part of a promotion around the release of Superman Returns on DVD. More than 1,800 households took advantage of the free offer.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, and was named 2007 Pizza Today

Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

Source: Papa John's International, Inc.