



February 26, 2008

## **Papa John's and Coke Zero Deliver Chance to Win Free Trip to NCAA(R) Men's Final Four(R)**

Official Delivery Pizza of NCAA® March Madness® Delivers Men's

Final Four Opportunity to College Basketball Fans

LOUISVILLE, Ky.--(BUSINESS WIRE)--Feb. 26, 2008--When March Madness ensues this spring, one pair of lucky NCAA basketball fans will be able to text "C U at the Final 4" to each other, thanks to Papa John's "Win a Trip to the NCAA®Final Four®" promotion.

Now through Sunday, March 16, 2008, fans may enter once a day for their chance to win by logging on to [www.papajohns.com/hoops](http://www.papajohns.com/hoops) or by simply texting HOOPS to 47272 (4PAPA).

In addition to two tickets to the 2008 NCAA Division I Men's Basketball Championship Semifinal Games and National Championship Game, the grand prize package includes round-trip airfare for two to San Antonio and hotel accommodations.

"Partnering with Coca-Cola to become the 'Official Delivery Pizza of NCAA March Madness' was a major score for Papa John's," said Jim Ensign, vice president of marketing communications for Papa John's. "Eating Papa John's pizza, enjoying a Coke Zero and watching the games go hand-in-hand. We are proud to support today's NCAA student-athletes, who will no doubt become tomorrow's leaders - on and off the basketball court."

Each year, March is one of the busiest months for Papa John's - thanks in large part to the consumers watching NCAA Basketball® across the country. A few facts about this year's tournament:

- This year, Papa John's expects to sell 10 million pizzas in just the first two weeks of the tournament, with sales ramping up as Cinderella stories emerge.
- Americans will eat more than 100 acres of pizza a day during NCAA March Madness. Since 463 basketball courts can fit in an acre, that means fans will consume enough pizzas during the tourney to fill 926,000 basketball courts!
- During that time, Americans will consume more than 13 million slices of pepperoni, America's favorite pizza topping.
- An average of 350 slices of pizza are eaten every second in the U.S., and the average American eats roughly 23 pounds of pizza a year.

This time of year also represents one of the biggest spikes in online orders through [www.papajohns.com](http://www.papajohns.com). More than three-quarters of a million basketball and pizza lovers placed their orders online last year. And of those online orders, more than 20,000 people took advantage of Papa John's plan ahead ordering, which enables users to place their orders and schedule their preferred delivery time or pick-up up to 21 days in advance.

What's new for 2008? This year, Papa John's customers can order their pizzas, sides and drinks via text message, after setting up their favorite orders at [www.papajohns.com](http://www.papajohns.com). Whether on-the-go or in a loud auditorium cheering on your favorite team, text messaging is the most convenient way to order from Papa John's.

About Papa John's

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

## About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling brands, including Diet Coke®, Fanta® and Sprite®, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings each day. For more information about The Coca-Cola Company, please visit our Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

## About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

The NCAA is proud to have the following elite companies as official Corporate Champions-AT&T, Coca-Cola and Pontiac-and the following elite companies as official Corporate Partners-DiGiorno, Enterprise, The Hartford, Lowe's, Sheraton and State Farm.

NCAA, NCAA Basketball, Final Four, and March Madness are trademarks owned or licensed by the National Collegiate Athletic Association.

CONTACT: Papa John's  
Tish Muldoon, 502-261-4987  
Director, Community & Public Relations  
or  
Coca-Cola North America  
Ray Crockett, 404-676-1070  
[rcrockett@na.ko.com](mailto:rcrockett@na.ko.com)

SOURCE: Papa John's