



February 23, 2007

"Hollywood's Biggest Night" is Big Night for Pizza Lovers

LOUISVILLE, Ky.--(BUSINESS WIRE)--Feb. 23, 2007--Sunday, February 25, isn't just Hollywood's Biggest Night...it's a big night for pizza, too! More than a million households will be eating pizza this Sunday, as they watch their favorite stars walk the red carpet of the Kodak Theatre in Los Angeles.

"Who are you wearing?" has been replaced with "What are you eating?" as the night's most popular question among movie buffs. While Armani and Versace may be the evening's top fashion designers, cheese, meats and veggies prove year after year to be America's favorite pizza toppings for the award show. And why borrow diamonds from famous jewelers? Consider popular side items like Papa's Wings and Garlic Parmesan Breadsticks as the ultimate accessories.

And the award for easiest online ordering goes to...Papa John's, of course! By logging on to www.papajohns.com, customers can order pizzas and side items for the biggest night in entertainment. Only at www.papajohns.com can pizza - and movie - lovers place their orders days in advance of their preferred delivery or pick-up times.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For seven years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's International, Inc.