



December 17, 2010

Papa John's Announces 2011 Development Incentive Program

Program offers zero franchise fee, a royalty waiver for up to 12 months, and covers the cost of pizza ovens for new restaurants opened in 2011

LOUISVILLE, Ky.--(BUSINESS WIRE)-- On the heels of a successful year of new store openings across the U.S., Papa John's is once again making it very appealing for franchisees to grow within the Papa John's family. Under the company's 2011 Development Incentive Program announced today, qualifying restaurants opening in the U.S. in 2011 under this best-in-class program can receive:

- No franchise fee (\$25,000 value);
- Two Middleby-Marshall ovens, which may be purchased by the franchisee for \$50 after operating for two years;
- A royalty waiver for up to 12 months; and
- A \$3,000 food credit with PJ Food Service, which operates Papa John's fresh dough and food distribution quality control centers, for each restaurant that opens at least 30 days prior to the scheduled opening date.

"Papa John's continues to be a strong and growing brand, with lots of runway remaining to grow both in the U.S. and throughout the world," said Jude Thompson, Papa John's President and Co-CEO. "With the continued uncertainty of the economic recovery as we head into 2011, we are proud to offer this program to help franchisees bring our 'Better Ingredients, Better Pizza' to an increasing number of consumers throughout the U.S."

The program is generally available for new U.S. unit development agreements signed by qualifying franchisees through Oct. 31, 2011, for new restaurant openings in 2011. The incentives are subject to the complete rules and eligibility requirements of the program at the time of signing a development agreement. Full program details are available upon completion and review of a Franchise Application accessible at www.papajohns.com.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 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 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.

Papa John's International, Inc.
Darryl Carr, 502-261-4318
Director, Corporate Communications
Darryl_Carr@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media