



March 11, 2014

## **Papa John's Retains Edelman as Its National Public Relations Agency of Record**

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's, the world's third largest pizza delivery company, has retained Edelman as its public relations agency of record. Edelman, the world's largest PR firm, is charged with assisting Papa John's with both proactive and reactive external communications processes and strategies.

"We are excited to welcome Edelman to the growing Papa John's family of agency partners," said Bob Kraut, Papa John's chief marketing officer. "The high-caliber Edelman team has hit the ground running and is developing and executing strategies that are positioning Papa John's as a leader in our category. Their expertise will play a key role in our broader marketing objective of elevating the Papa John's brand and taking it to the next level of growth."

Working from its Atlanta office, Edelman will assist Papa John's with communications to a multitude of external stakeholders. The Edelman team consists of industry-leading experts who have decades of experience helping companies and personalities successfully manage and evolve their external communications programs.

"We're excited about winning a marquee brand like Papa John's and being able to work alongside their energized and engaged executive leadership team," said Mark Hass, president and CEO of Edelman U.S. "Papa John's is a distinguished leader in its category, and we look forward to furthering that leadership position for the brand."

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com), or visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), on Twitter at <http://twitter.com/PapaJohns>.

### **About Edelman**

Edelman is the world's largest public relations firm, with 67 offices and more than 4,800 employees worldwide, as well as affiliates in more than 30 cities. Edelman was named Advertising Age's top-ranked PR firm of the decade in 2009 and one of its "A-List Agencies" in both 2010 and 2011; Adweek's "2011 PR Agency of the Year;" PRWeek's "2011 Large PR Agency of the Year;" and The Holmes Report's "2013 Global Agency of the Year" and its 2012 "Digital Agency of the Year." Edelman was named one of the "Best Places to Work" by Advertising Age in 2010 and 2012 and among Glassdoor's top ten "Best Places to Work" in 2011 and 2012. Edelman owns specialty firms Edelman Berland (research), Blue (advertising), BioScience Communications (medical communications), and agencies Edelman Significa (Brazil), and Pegasus (China). Visit <http://www.edelman.com> for more information.

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