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Who You Gonna Call? Papa John's Answers the Call with Ghostbusters Film Partnership and XL Dual Layer Pepperoni Pizza

Pizza brand releases details about new TV spot, film integration, sweepstakes and latest pizza offer

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's International, Inc.](#) (NASDAQ:PZZA), has teamed up with Sony Pictures on the reboot of the iconic film, *Ghostbusters*. In addition to Papa John's pizza making a tasty cameo at a vacant Chinese restaurant serving as *Ghostbusters* headquarters, the brand is offering an XL Dual Layer Pepperoni pizza for only \$12 delivered in a *Ghostbusters* themed pizza box featuring "honorary" Ghostbuster Papa John, alongside the ECTO-1.

Additionally, the new Papa John's TV spot introduces new Ghostbuster - Papa John - along with one of the brand's "best customers" - Slimer. America's favorite pizza maker delivers a stack of XL Dual Layer Pepperoni pizzas to Slimer, only to get slimed for his efforts. The Papa John's TV spot will air primarily across national cable entertainment and sports networks including AMC, ESPN, and Comedy Central.

"The original *Ghostbusters* film debuted in 1984, the same year I opened the first ever Papa John's location," said "Papa John" Schnatter, Founder, Chairman and CEO of Papa John's. "Over 30 years later we are able to reveal one of the secrets of our success - Slimer loves Papa John's pizza!"

But don't take Slimer's word for it; consumers rated Papa John's No. 1 in customer satisfaction and product quality among all national pizza chains in the 2016 American Customer Satisfaction Index (ACSI). In 2016 consumers have also recognized Papa John's industry leading efforts and financial investment of [\\$100 million](#) to improve its ingredients. Papa John's is the first national pizza delivery chain to announce the removal of: preservatives like MSG, BHA and BHT; cellulose and partially hydrogenated oils; artificial flavors and synthetic colors and the removal of high fructose corn syrup across the entire food menu.

Papa's XL Dual Layer Pepperoni pizza features 10 big slices of our fresh, hand-tossed original dough covered in our signature pizza sauce, and topped with premium pepperoni and *another* layer of deli-style pepperoni, cheese and Italian Herb seasonings. Papa's XL Dual Layer Pepperoni pizza is a limited time offer that runs through July 24 while supplies last. Try an XL Dual Layer Pepperoni pizza for only \$12. Add a side of Pepperoni Rolls for \$5 more (PROMO CODE: P7XL12).

Visit www.papajohns.com/Ghostbusters to get details on the "Who You Gonna Call" Sweepstakes, a chance to win authentic *Ghostbusters* jumpsuits from the movie and other great prizes as well as learn more about the new *Ghostbusters* video game. Additionally, customers who purchase a \$25 ePapa Card will get a \$5 movie certificate from Fandango valid towards any movie ticket at theaters nationwide.

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 15 of the past 17 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 the Official Pizza of Major League Baseball. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, Twitter at www.twitter.com/PapaJohns, YouTube at www.youtube.com/user/papajohns, Instagram at www.instagram.com/papajohns, Pinterest at www.pinterest.com/papajohnspizza, and Vine at www.vine.co/papajohns. Looking to be a part of something Better? Learn more about franchising with Papa John's at www.papajohns.com/franchise.

About Ghostbusters

Ghostbusters makes its long-awaited return, rebooted with a cast of hilarious new characters. Thirty years after the beloved original franchise took the world by storm, director Paul Feig brings his fresh take to the supernatural comedy, joined by some of the funniest actors working today - Melissa McCarthy, Kristen Wiig, Kate McKinnon, Leslie Jones, and Chris Hemsworth. This summer, they're here to save the world! The film is produced by Ivan Reitman and Amy Pascal, and written by Katie Dippold & Paul Feig, based on the 1984 film "Ghostbusters," an Ivan Reitman film, written by Dan Aykroyd and Harold Ramis.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

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Papa John's International, Inc.
Peter Collins, 502-261-4233
peter_collins@papajohns.com

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