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## **Papa John's Lets Mom and Dad Play 'Favorites'**

New Online Option Lets Pizza Lovers Order "The Usual" in Just Two Easy Clicks

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 17, 2007--One kid likes sausage. The other wants pepperoni. Mom goes for the veggies. Dad needs the breadsticks and wings.

When ordering pizza, that's a lot to remember.

Fortunately, Papa John's pizza is ready to take the memory game out of ordering the family favorites. By virtue of its proprietary "Favorite's Wizard" function on [www.papajohns.com](http://www.papajohns.com), ordering your favorite pizza online just got a whole lot easier.

Visitors to [www.papajohns.com](http://www.papajohns.com) can now preset their favorite repeat orders, providing the ability to quickly order a favorite combination of menu items, from a mouthwatering specialty pizza with robusto sauce to spicy buffalo wings, in as little as two clicks.

"We are committed to staying out in front with the most functional and easy-to-use online ordering system for our customers," said Jim Ensign, vice president, marketing communications. "We're proud to offer yet another feature that will give pizza lovers access to their favorite pizza feasts in just a few clicks."

Up to four unique meal orders can be saved, making it possible to set up and name orders for various events like family dinner, work lunch, late-night pizza craving or Sunday football pizza party. Customers can also save a specific Papa John's location, carry-out or delivery preference and payment method so the information does not have to be reentered. And once a favorite is saved and named, it will be ready and waiting for the next time a customer logs in.

Whether it's dinner for two, feeding a few friends during the big game or satisfying the appetite of an entire little league team, there are many occasions that call for "the usual" pizza order. Papa John's makes it easy for customers to get what they want, when they want it with as little as two clicks of a mouse.

The wizard will even save those finicky requests like "extra sauce" or "light cheese" or "well done."

"We understand our customers like variety, which is why we frequently roll out tasty new menu items featuring our better ingredients," Ensign said. "But, we also understand that consumers have preferences and we want to make it as convenient as possible for them to have quick access to those favorites."

Papa John's has long been an industry leader in online ordering and is the only national chain to have online ordering available in all of its restaurants across the country. Since being introduced in 2001, online orders at [www.papajohns.com](http://www.papajohns.com) have grown by more than 50 percent each year. According to Internet Retailer Survey, last year the Web Site ranked among the top 10 percent of all online retail Web sites, based on the number of e-mail subscribers who have elected to receive online offers.

In 2006, Papa John's launched 24/7 online ordering, giving customers the opportunity to order any time place orders up to 21 days in advance. Simply select a time, date and place of delivery, and Papa John's will be there with the order ready to be served. In addition, Papa John's was the first to make its online menu and ordering system available in Spanish.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) 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). For more information about the company or to

order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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