



March 16, 2010

The Race is On! NCAA Basketball Coaches Ask Fan's Help to Fight Cancer in Papa John's Coaches Code Challenge

As Official Pizza of NCAA^(R) March Madness^(R), Papa John's Designates Promo Codes for All Tournament Head Coaches, with \$1 from Each Order Supporting The V Foundation^(R) for Cancer Research and the Kay Yow/WBCA Cancer Fund^(R)

LOUISVILLE, Ky., Mar 16, 2010 (BUSINESS WIRE) -- The brackets are set and NCAA^(R) March Madness^(R) has begun. But the coaches who have advanced to the tournament aren't just fighting for a championship title -- they're fighting against cancer in the Papa John's Coaches Code Challenge to raise money for The V Foundation for Cancer Research and the Kay Yow/WBCA Cancer Fund.

Beginning today, in partnership with the National Association of Basketball Coaches (NABC) and the Women's Basketball Coaches Association (WBCA), college basketball fans who enter their favorite coach's unique promo code while ordering online at www.papajohns.com will automatically designate \$1 of their Papa John's order to The V Foundation for Cancer Research and the Kay Yow/WBCA Cancer Fund in partnership with the NABC and WBCA. The special offer includes an XL two-topping pizza for \$12, with \$1 from each order going to fight cancer.

A complete list of unique promo codes, alphabetical by school for both the men's and women's NCAA basketball teams, is included below. The general format of the promo code is the coach's last name, but coaches with duplicate last names will incorporate their first initial in the code. For those fans who don't have a team in the tournament but still want to contribute, they are invited to use the generic promo code BEATCANCER.

"March Madness is undoubtedly the most exciting part of the season, and NABC coaches are eager to harness the excitement and power of their respective fan bases to raise money for The V Foundation for Cancer Research," said Jim Haney, executive director of the NABC. Echoing those sentiments, Beth Bass, chief executive officer of the WBCA, said "While it's every man or woman for themselves on the basketball court, the fight against cancer is a cause everyone can rally behind all year long."

Throughout the Tournament, coaches and college athletic departments will be reminding fans of the challenge and their respective promo codes - all in a race to raise money and earn bragging rights as the school that best supports its basketball program's fight against cancer.

Papa John's, the Official Pizza of the NCAA^(R), will keep a running score of the donations received on Papa John's Facebook page at www.facebook.com/papajohns and will distribute regular updates on the standings and total money raised.

"Everyone's an NCAA^(R) basketball fan this time of year and Papa John's is extremely proud to help the NABC and WBCA turn that passion toward a great cause," said Andrew Varga, chief marketing officer for Papa John's. "No matter how your team fares on the court, you can play an active role in helping your school win in the fight against cancer."

The challenge ends at midnight ET on April 6. The total donations received as part of the Coaches Code Challenge will be divided evenly between the two charities. March is one of the busiest months for Papa John's. The company expects to sell 10 million pizzas in just the first two weeks of the NCAA^(R) tournament, with sales ramping up as lower-seeded teams advance.

PAPA JOHN'S COACHES CODE CHALLENGE DIVISION I MEN'S SCHOOLS

<u>School</u>	<u>Conference</u>	<u>Men's Coach</u>	<u>Coach Code</u>
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Arkansas-Pine Bluff	SWAC	George Ivory	IVORY
Baylor	Big 12	Scott Drew	DREW
Brigham Young	Mountain West	Dave Rose	ROSE
Butler	Horizon League	Brad Stevens	STEVENS
California	Pac-10	Mike Montgomery	MONTGOMERY
Clemson	ACC	Oliver Purnell	PURNELL
Cornell	Ivy League	Steve Donahue	DONAHUE
Duke	ACC	Mike Krzyzewski	KRZYZEWSKI
East Tennessee State	Atlantic Sun	Murry Bartow	BARTOW
Florida	SEC	Billy Donovan	DONOVAN
Florida State	ACC	Leonard Hamilton	HAMILTON
Georgetown	Big East	John Thompson III	THOMPSON
Georgia Tech	ACC	Paul Hewitt	HEWITT
Gonzaga	West Coast	Mark Few	FEW
Houston	Conference USA	Tom Penders	PENDERS
Kansas	Big 12	Bill Self	SELF
Kansas State	Big 12	Frank Martin	MARTIN
Kentucky	SEC	John Calipari	CALIPARI
Lehigh	Patriot League	Brett Reed	BREED
Louisville	Big East	Rick Pitino	PITINO
Marquette	Big East	Buzz Williams	BWILLIAMS
Maryland	ACC	Gary Williams	GWILLIAMS
Michigan State	Big Ten	Tom Izzo	IZZO
Minnesota	Big Ten	Tubby Smith	SMITH
Missouri	Big 12	Mike Anderson	ANDERSON
Montana	Big Sky	Wayne Tinkle	TINKLE
Morgan State	MEAC	Todd Bozeman	BOZEMAN
Murray State	Ohio Valley	Billy Kennedy	KENNEDY
New Mexico	Mountain West	Steve Alford	ALFORD
New Mexico State	WAC	Marvin Menzies	MENZIES
North Texas	Sun Belt	Johnny Jones	JONES
Northern Iowa	Missouri Valley	Ben Jacobson	JACOBSON
Notre Dame	Big East	Mike Brey	BREY
Oakland	Summit League	Greg Kampe	KAMPE
Ohio	Mid-American	John Groce	GROCE
Ohio State	Big Ten	Thad Matta	MATTA
Oklahoma State	Big 12	Travis Ford	FORD
Old Dominion	Colonial	Blaine Taylor	TAYLOR
Pittsburgh	Big East	Jamie Dixon	DIXON
Purdue	Big Ten	Matt Painter	PAINTER
Richmond	Atlantic 10	Chris Mooney	MOONEY
Robert Morris	Northeast	Mike Rice	RICE
Saint Mary's	West Coast	Randy Bennett	BENNETT
Sam Houston State	Southland	Bob Marlin	MARLIN
San Diego State	Mountain West	Steve Fisher	FISHER

Siena	MAAC	Fran McCaffery	MCCAFFERY
Syracuse	Big East	Jim Boeheim	BOEHEIM
Temple	Atlantic 10	Fran Dunphy	DUNPHY
Tennessee	SEC	Bruce Pearl	PEARL
Texas	Big 12	Rick Barnes	RBARNES
Texas A&M	Big 12	Mark Turgeon	TURGEON
UC Santa Barbara	Big West	Bob Williams	BOWILLIAMS
UNLV	Mountain West	Lon Kruger	KRUGER
Utah State	WAC	Stew Morrill	MORRILL
UTEP	Conference USA	Tony Barbee	BARBEE
Vanderbilt	SEC	Kevin Stallings	STALLINGS
Vermont	America East	Mike Lonergan	LONERGAN
Villanova	Big East	Jay Wright	WRIGHT
Wake Forest	ACC	Dino Gaudio	GAUDIO
Washington	Pac-10	Lorenzo Romar	ROMAR
West Virginia	Big East	Bob Huggins	HUGGINS
Winthrop	Big South	Randy Peele	PEELE
Wisconsin	Big Ten	Bo Ryan	BRYAN
Wofford	Southern	Mike Young	YOUNG
Xavier	Atlantic 10	Chris Mack	MACK

**PAPA JOHN'S COACHES CODE CHALLENGE
DIVISION I WOMEN'S SCHOOLS**

<u>School</u>	<u>Conference</u>	<u>Women's Coach</u>	<u>Coach Code</u>
Arkansas-Little Rock	Sun Belt	Joe Foley	FOLEY
Austin Peay		Carrie Daniels	DANIELS
Baylor	Big 12	Kim Mulkey	MULKEY
Bowling Green	Mid-American	Curt Miller	CMILLER
Chattanooga	Southern	Wes Moore	WMOORE
Cleveland State	Horizon League	Kate Peterson Abiad	ABIAD
Connecticut	Big East	Geno Auriemma	AURIEMMA
Dayton	Atlantic 10	Jim Jabir	JABIR
DePaul	Big East	Doug Bruno	BRUNO
Duke	ACC	Joanne McCallie	MCCALLIE
East Tennessee State	Atlantic Sun	Karen Kemp	KEMP
Florida State	ACC	Sue Semrau	SEMRAU
Fresno State	WAC	Adrian Wiggins	WIGGINS
Georgetown	Big East	Terri Williams-Flournoy	TWILLIAMS
Georgia	SEC	Andy Landers	LANDERS
Georgia Tech	ACC	MaChelle Joseph	JOSEPH
Gonzaga	West Coast	Kelly Graves	GRAVES
Green Bay	Horizon League	Matt Bollant	BOLLANT
Hampton	MEAC	David Six	SIX
Hartford	America East	Jennifer Rizzotti	RIZZOTTI
Iowa	Big Ten	Lisa Bluder	BLUDER
Iowa State	Big 12	Bill Fennelly	FENNELLY

James Madison	Colonial	Kenny Brooks	BROOKS
Kentucky	SEC	Matthew Mitchell	MITCHELL
Lamar	Southland	Larry Tidwell	TIDWELL
Lehigh	Patriot League	Sue Troyan	TROYAN
Liberty	Big South	Carey Green	GREEN
Louisiana Tech	WAC	Teresa Weatherspoon	WEATHERSPOON
LSU	SEC	Van Chancellor	CHANCELLOR
Marist	MAAC	Brian Giorgis	GIORGIS
Michigan State	Big Ten	Suzy Merchant	MERCHANT
Middle Tennessee	Sun Belt	Rick Insell	INSELL
Mississippi State	SEC	Saron Fanning-Otis	FANNINGOTIS
Nebraska	Big 12	Connie Yori	YORI
North Carolina	ACC	Sylvia Hatchell	HATCHELL
North Carolina State	ACC	Kellie Harper	HARPER
Northern Iowa	Missouri Valley	Tanya Warren	WARREN
Notre Dame	Big East	Muffet McGraw	MCGRAW
Ohio State	Big Ten	Jim Foster	FOSTER
Oklahoma	Big 12	Sherri Coale	COALE
Oklahoma State	Big 12	Kurt Budke	BUDKE
Portland State	Big Sky	Sherri Murrell	MURRELL
Princeton	Ivy League	Courtney Banghart	BANGHART
Rutgers	Big East	C. Vivian Stringer	STRINGER
San Diego State	Mountain West	Pam DeCosta	DECOSTA
South Dakota State	Summit League	Aaron Johnston	JOHNSTON
Southern University	SWAC	Sandy Pugh	PUGH
St. Francis (PA)	Northeast	Susan Robinson Fruchtl	ROBINSON
St. John's	Big East	Kim Barnes Arico	ARICO
Stanford	Pac-10	Tara VanDerveer	VANDERVEER
TCU	Mountain West	Jeff Mittie	MITTIE
Temple	Atlantic 10	Tonya Cardoza	CARDOZA
Tennessee	SEC	Pat Summitt	SUMMITT
Texas	Big 12	Gail Goestenkors	GOESTENKORS
Texas A&M	Big 12	Gary Blair	BLAIR
Tulane	Conference USA	Lisa Stockton	STOCKTON
UC Riverside	Big West	John Margaritis	MARGARITIS
UCLA	Pac-10	Nikki Caldwell	CALDWELL
Vanderbilt	SEC	Melanie Balcomb	BALCOMB
Vermont	America East	Sharon Dawley	DAWLEY
Virginia	ACC	Debbie Ryan	DRYAN
West Virginia	Big East	Mike Carey	CAREY
Wisconsin	Big Ten	Lisa Stone	STONE
Xavier	Atlantic 10	Kevin McGuff	MCGUFF

About Papa John's

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 was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold 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.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$90 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received seven consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

About the Kay Yow/WBCA Cancer Fund

The Kay Yow/WBCA Cancer Fund(R) is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. Donations can be made at www.JimmyV.org or by calling 1-800-4JimmyV. All donations are tax deductible. For more information, visit www.wbca.org/kayyowwbcacancerfund.asp.

About the National Association of Basketball Coaches (NABC)

Located in Kansas City, Missouri, the NABC was founded in 1927 by Forrest "Phog" Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently claims nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.com.

About the Women's Basketball Coaches Association (WBCA)

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit wbca.org.

SOURCE: Papa John's International, Inc.

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