



March 20, 2006

## **Papa John's Satisfies America's ``Kong-Sized" Appetite for Pizza and Entertainment with ``Kong-Sized" Specialty Pizza and Kong DVD Offer**

Visit [papajohns.com](http://papajohns.com) today to view exclusive "King Kong" DVD content, plan-ahead order Papa's new Kong-sized specialty pizza, and secure an instant rebate good for \$3 off the new King Kong DVD

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 20, 2006-- Papa John's (NASDAQ:PZZA), the world's third largest pizza company, is partnering with Universal Studios Home Entertainment to offer consumers a BIG chance to fill up on Papa's new Kong-sized specialty pizza, while grabbing \$3.00 off the much anticipated "King Kong" DVD, in stores March 28, 2006.

Beginning today, fans of the Academy Award® winning blockbuster movie can visit [www.papajohns.com](http://www.papajohns.com) to see exclusive sneak peeks of behind-the-scene production diaries.

In conjunction with the DVD release, beginning March 27, Papa John's also lets consumers conquer their Kong-sized hunger with its limited time offering of a Kong-sized specialty pizza. Thirty percent larger than the chain's large pizza, the Kong-sized specialty pizza is topped with oversized versions of Papa John's trademark quality pepperoni and Italian sausage toppings, then covered with 100% real cheese for an even BIGGER taste - all for a BIG value of just \$12.99.

But pizza consumers and Kong fans need not wait until March 27 to take advantage of this BIG offer. Those hungry for pizza and Kong can go online now at [papajohns.com](http://papajohns.com) and make a plan-ahead order for Papa John's new Kong-sized specialty pizza. The pizza will be delivered with an instant rebate coupon good for \$3 off the "King Kong" DVD. Consumers who place the plan-ahead order guarantee themselves to be among the first to experience the pizza's big taste and to secure the DVD rebate.

"Tapping into America's love affair with pizza and DVDs is a great way for us to reinforce our "better ingredients, better pizza message," says Jim Ensign, Papa John's Vice President, Marketing Communications. "This promotion is all about BIG pizza, BIG toppings, BIG taste and BIG entertainment."

Papa's Kong-sized specialty pizza gives consumers a BIG way to taste the difference that better ingredients make. And, as the only national pizza chain with online ordering available from all of its restaurants, Papa John's makes ordering the new Kong-sized specialty pizza, getting the "King Kong" DVD rebate, and viewing the exclusive DVD content, easier than ever.

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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).

Universal Studios Home Entertainment is a unit of Universal Pictures, a division of Universal Studios ([www.universalstudios.com](http://www.universalstudios.com)). Universal Studios is a part of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.

CONTACT: Papa John's, Louisville  
Tish Muldoon, 502-261-4987  
SOURCE: Papa John's