



August 24, 2015

## The Crowd Goes Wild for Papa John's "Kickoff" Special—a \$10 Large, Two-Topping Pizza Deal

*Kickoff the football season with a large two-topping pizza for just \$10; Add a Double Chocolate Chip Brownie for \$6 Starting Monday through Sept. 27*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Football fans and pizza fans alike will find a reason to cheer for this Papa John's 'Back to Football' deal kicking off just in time for the start of football season.

Customers can "up their game" with large two-topping pizza for only \$10 and add on a Double Chocolate Chip Brownie for just \$6. This winning pair is perfect for football enthusiasts who don't want to sacrifice quality for value while hosting their own at-home kickoff tailgates.

"We're just as excited about the football season as our customers," said Bob Kraut, Papa John's Chief Marketing Officer. "So, we're celebrating together and giving fans the right ingredients to be a tailgate hero. Our "Kickoff" special mixes our signature two-topping pizza with a decadent double chocolate chip brownie, and that winning combo is sure to be a crowd pleaser."

This limited time offer, running Aug. 24 through Sept. 27, lets fans customize and double up on the high-quality ingredients for which Papa John's is known. Each pizza starts with Papa John's fresh, never frozen original hand-tossed dough made with extra virgin olive oil and is topped with Papa John's signature tomato sauce made from fresh, vine-ripened tomatoes.

And, why not go for two and grab the Double Chocolate Chip Brownie? Baked to order and cut into nine, shareable squares, this decadent brownie features a cake layer on the outside and a delectable, chocolate chip brownie on the inside.

The large two-topping pizza and Double Chocolate Chip Brownie offers will be available at all Papa John's restaurants nationwide and can be ordered online at [www.papajohns.com](http://www.papajohns.com), or through Papa John's mobile ordering app for iPhone and Android devices.

### 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 14 of the past 16 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 50. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/papajohns](https://www.facebook.com/papajohns), Twitter at [twitter.com/papajohns](https://twitter.com/papajohns), YouTube at [www.youtube.com/user/papajohns](https://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](https://www.instagram.com/papajohns), Pinterest at [www.pinterest.com/papajohnspizza](https://www.pinterest.com/papajohnspizza), and Vine at [vine.co/papajohns](https://vine.co/papajohns).

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