



September 24, 2007

Papa John's Offers a Taste of Tuscany in Any Neighborhood

New Tuscan specialty pizzas - Six Cheese and Roma Meats - available for a limited time only -- for just \$11.99

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 24, 2007--Craving a Tuscan getaway, but the boss won't give you a week off work? Now, thanks to Papa John's, anyone can get a taste of Tuscany for much less than the cost of round-trip airfare and hotel accommodations!

Beginning Monday, Sept. 24 through Monday, Oct. 22, Papa John's customers can get their choice of a large Tuscan pizza - brand-new from Papa John's - for just \$11.99.

That's the easy part. Now you just have to decide which Tuscan pizza to order!

The Papa John's Six Cheese Tuscan pizza is served on a thin crust and loaded with a blend of six cheeses and Italian herb seasoning, while the Roma Meats Tuscan pizza is topped with spicy Italian sausage, Italian salami, Roma tomatoes, three cheeses, and Italian herb seasonings.

Since both are delicious, Papa John's suggests saving yourself a headache and simply ordering one of each!

As with all Papa John's pizzas and sides, the new Tuscan pizzas are available to order online at www.papajohns.com. Want to order your favorite meal with just two clicks of the mouse? Simply save your order with Papa John's new online "Favorites Wizard" option so that the next time you log on to www.papajohns.com, you can quickly request "the usual," without need to remember what exactly "the usual" is.

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.

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SOURCE: Papa John's International, Inc.