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## **Papa John's Introduces Spinach Alfredo Chicken Tomato Specialty Pizza; ``Fresh and exciting" new pizza and DVD titles featured in September**

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 7, 2004--Papa John's International, Inc. (Nasdaq:PZZA) brings customers the new Spinach Alfredo Chicken Tomato pizza, the latest addition to the company's line of specialty pizzas. Papa John's® also introduces three new DVD titles this month with the new pizza and DVD titles featured in the company's television advertising.

This specialty pizza is a new twist on an old favorite, the Spinach Alfredo specialty pizza introduced by Papa John's in 2002. Papa John's deliciously different new pizza is topped with creamy spinach and garlic Parmesan Alfredo sauce, grilled all-white meat chicken, fresh-sliced Roma tomatoes and 100% real cheese.

Papa John's continues delivering pizza and entertainment to customers' homes this month with the introduction of three new DVD titles. Customers purchasing the Spinach Alfredo Chicken Tomato pizza, or any other large Papa John's pizza at regular menu price from participating restaurants will receive their choice of one of the three featured DVDs: "A Kid in Aladdin's Palace," "Corrina! Corrina!" or "Drop Dead Fred."

"We're excited to offer customers the new Spinach Alfredo Chicken Tomato pizza," said John Schnatter, Founder and Chief Executive Officer of Papa John's International. "We've found the right combination of our better ingredients to create and deliver a delicious better pizza."

The promotion began Monday, August 30 supported by local television and dedicated print media. A two-week national TV flight featuring the limited time offer of Spinach Alfredo Chicken Tomato pizza and customers' choice of new DVD titles launches today with a commercial highlighting Papa John's new pizza offering. This promotion is also available to customers ordering Papa John's pizza online at [www.papajohns.com](http://www.papajohns.com).

### About Papa John's:

Celebrating its 20th anniversary this year, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella; and other high quality toppings.

In the five most recent surveys (1999-2003, as published in The Wall Street Journal), Papa John's received the highest ratings among all national fast food restaurants in The American Customer Satisfaction Index survey conducted by The National Quality Research Center at the University of Michigan Business School. Papa John's was rated above the national average for all industries and ranked the highest in the retail sector. Papa John's has recently been recognized for local market Best Pizza wins in various cities across the country including Los Angeles, Washington D.C., Atlanta, Dallas, Indianapolis, Orlando and Phoenix.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. As of August 22, 2004, Papa John's had 2,786 restaurants (567 company-owned and 2,219 franchised) operating in 49 states and 16 international markets. The company is also the franchisor of 123 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's International, Inc.