



April 7, 2006

Papa John's Continues to Enhance Online Ordering Experience with New "Pizza Preview" Graphics

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 7, 2006--Papa John's (NASDAQ: PZZA), the leader in online pizza sales, today announced the addition of consumer-friendly graphics to accompany menu choices at the chain's popular online ordering site, www.papajohns.com.

And by conveniently clicking on the graphic image of the product on the website's menu page, customers will be given a brief product description of the item selected.

"We continue to listen to our customers as we forge new frontiers in the world of online ordering," said Glenn West, Papa John's vice president information services and eCommerce. "Pizza preview graphics is our latest move in making papajohns.com the preferred ordering site for pizza lovers throughout the country."

Papa John's is the only national pizza chain to offer online ordering for all of its restaurants through a single platform system that interfaces directly with the restaurants' point of sale system.

Last month, Papa John's launched 24/7 online ordering, giving customers the opportunity to place their "plan ahead" pizza orders any time day or night, up to 21 days in advance. The chain also recently added a "repeat last order" function to its online ordering system, allowing customers to duplicate their last order with just a few keystrokes.

Since introducing online ordering in 2001, the volume of business transacted online by Papa John's continues to increase, with online orders growing by 50 percent in 2005 from the year before.

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.

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

SOURCE: Papa John's